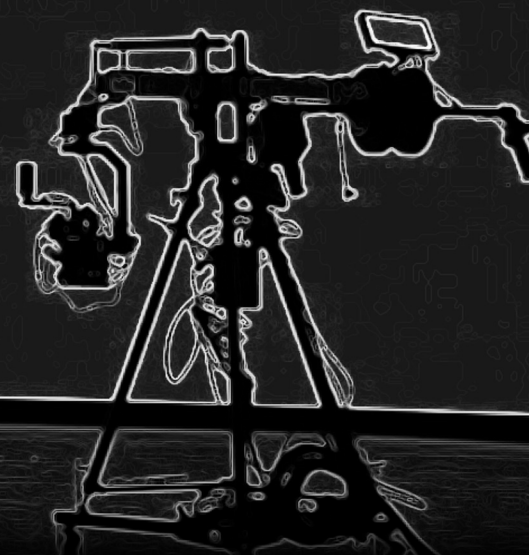




Nine Seven Four Production LLC

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STUDIO

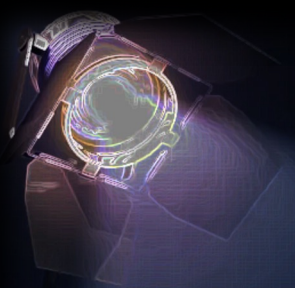


DESIGN



TECHNOLOGY





## About 974 production

974 Production is Qatar's first XR-enabled production company, offering creators, institutions, universities and brands the tools, technology, and talent to bring visionary content to life.

We also believe in sharing what we build. Through hands-on workshops and training sessions, we help creators and institutions master cutting-edge technologies like real-time CGI, virtual production, and motion capture.

Our goal is to inspire the next generation of digital storytellers and support the continued growth of the creative industry in Qatar and beyond.

Rooted in Qatar and aligned with the nation's 2030 vision, we're here to raise the bar for what's possible, locally and across the region. Many of our technologies, such as body tracking and AI automation, can be used in both studio and event settings, giving you complete flexibility.

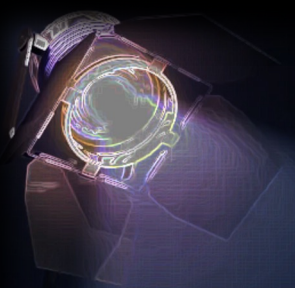
We work with filmmakers, live event producers, creative agencies, government institutions, game developers, and brand storytellers.

Explore our studio, design and technology pillars to see how we can support your next production.



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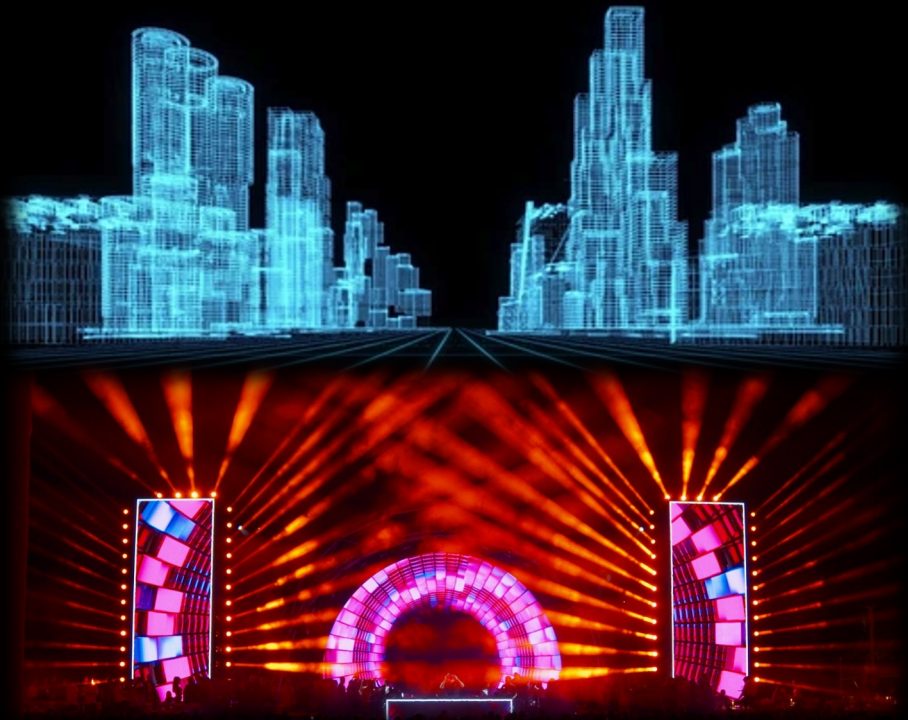




## Why 974Production?

We're not just another production house, we're a production partner built for creative freedom and innovation. At 974 Production, we give creators access to industry-leading tools and technical support that help bring bold ideas to life whether for film, music, live events, or immersive experiences.

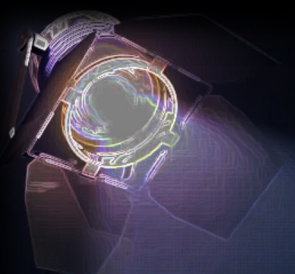
*"We don't make content. We make it possible."*



Here's what sets us apart:

- **XR-first in Qatar**: The only studio with an XR stage and motion capture system, available for rent or as a full-service solution
- **In-house R&D**: We design and build custom rigs, lighting systems, and special effects
- **Modular services**: Need just a crew? Just a camera? No problem
- **Education-forward**: Partnering with universities and mentoring young creators
- **Creative collaboration tools**: Remote direction and live stream feedback from anywhere in the world
- **Made in Qatar, built for the world**: Championing local creators on the global stage
- **Aligned with Qatar's 2030 vision**: We aim to elevate the region's creative industry





## MISSION

Our mission is to empower creators in Qatar and beyond by providing access to world-class production technology, expert support, and immersive environments, surpassing global standards while supporting the growth of the region's creative ecosystem.



## VISION

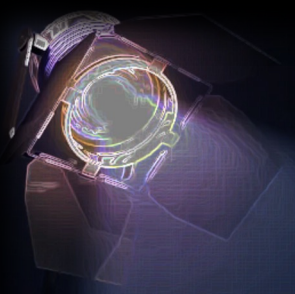
Our vision is to transform Qatar into a global production hub, where creators of all kinds have access to the technology, talent, and support they need to bring bold ideas to life. By merging immersive tools with a purpose-driven mission, we aim to set new benchmarks for innovation, collaboration, and creative excellence in the region and beyond.

## VALUES

- **Empowerment:** We exist to enable others. From first-time filmmakers to global brands, we provide the tools, space, and support needed to turn creative ideas into reality.
- **Innovation:** We don't just follow trends, we develop the tools that define what's next. Our use of custom R&D puts groundbreaking production capabilities into your hands.
- **Collaboration:** We collaborate to uplift the creative community. We support institutions, educators, and emerging talent by sharing our technology, space, and knowledge because the future of Qatar's creative industry depends on what we build together

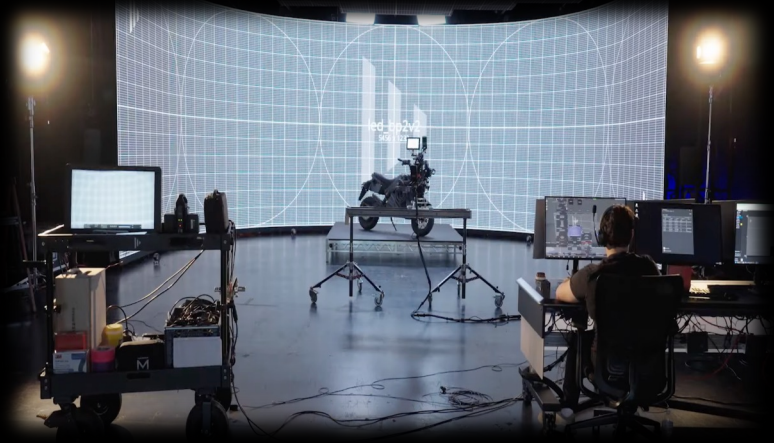






The THREE pillars:

Whether you're filming a feature, staging a live event, or designing a branded experience, we support every part of the creative journey through three core pillars:



STUDIO



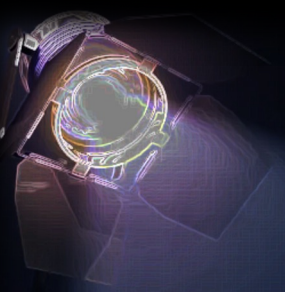
DESIGN



TECHNOLOGY



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## STUDIO

Step into a fully equipped virtual production space designed for speed, flexibility, and creative control.

We provide access to cutting-edge XR and LED wall technology, motion capture, scanning tools, and cinematic gear to give filmmakers, game developers, and content creators the freedom to build and shoot complex scenes, all from one streamlined setup.

Whether you're renting the space or working with our full-service crew, the studio delivers the speed, flexibility, and scale you need to bring bold ideas to life.

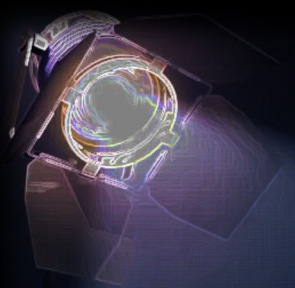
Our services include:

- In-camera VFX and real-time environments built in Unreal Engine
- LED wall integration with camera tracking
- Motion capture for full-body, vehicle, and character animation
- 3D scanning for props, people, and physical environments
- Cinema cameras, lighting, and sound systems
- Studio audio recording with DAWs and mixing support, using pro tools for clean sound, fast syncing, and smooth post-production with less manual cleanup, thanks to AI
- AI-enhanced workflows for production and post, including real-time camera tracking, colour correction, scene detection, and motion capture cleanup
- Gaming integration and interactive environments
- Tools for remote creative collaboration, including live feedback and hybrid workflows
- Support for photography and podcast capture using professional setups
- Technical crew for setup, calibration, and on-site production support.

*"Shoot in a snowy forest, shift to a futuristic skyline, then step into a sunlit desert, without ever leaving your production environment. Our virtual production services let you create limitless environments in real time, while our expert crew supports you at every step. Built for directors, brands, and independent creators alike."*



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## DESIGN

Spaces, shows and experiences

From concept to curtain call, our design team shapes the visual and emotional arc of every production. Whether you need a stage layout, lighting direction or creative consultation, we handle both the creative direction and the technical detail.

We work across live events, studio productions, and everything in between, offering full-service support or à la carte services.

We deliver:

- Stage and spatial layouts
- Production design for branded content, music videos, and cinematic shoots
- Creative direction to align visual storytelling with brand or narrative goals
- Lighting pre-visualisation to simulate look, mood, and transitions before setup.

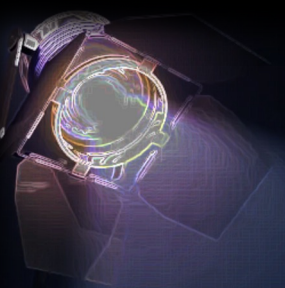
- Sound simulation to preview acoustic dynamics and fine-tune performance audio
- Pyrotechnics design and visual effects planning
- Special effects, designed in-house, including flying rigs, illusions, and real-time lighting sync

*"We don't just build stages, we design stories. Want to start your design journey? Let's create something unforgettable."*



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## TECHNOLOGY

Behind every bold idea is the tech that powers it. Our in-house R&D and technical teams deliver systems that are scalable, reliable and optimized for real-time performance across industries.

Whether on stage or in studio, we engineer every component to sync perfectly and scale smoothly.

Many of our solutions, like body tracking and AI-powered automation, are designed to work seamlessly in both live event and studio contexts from cinematic productions and immersive events to medical and scientific labs.

We deliver:

- **Motion capture**

Full-body motion capture with industry-leading precision. We capture even the most dynamic movements with millimetre-level accuracy and over 100 frames per second, ideal for action, stunts, blocking, or nuanced performances.

- **Game lab**

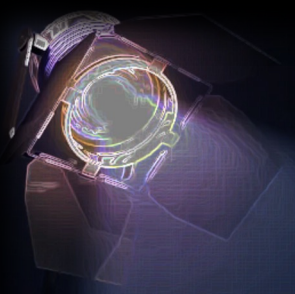
Specialized support for game development, VR/AR environments, and interactive experiences. We provide the tools and workflows to merge immersive storytelling with responsive design, helping creators build worlds that engage and react.

- **Face capture**

Markerless facial capture that records every micro-expression in real time. No dots or limitations, just high-fidelity performance. Our lightweight, comfortable helmet is built for authentic acting and seamless integration.







- 3D Scanning (Photogrammetry)

High-resolution digital copy created in seconds, our technology uses dozens of synchronized cameras to capture ultra-detailed 3D scans of actors and props in a single flash. This is the fastest, most efficient way to create photorealistic game-ready characters.

- Game Engine Integration

From raw capture to optimized, game-ready assets, we don't just capture motion! we deliver clean, engine-ready data tailored to your production pipeline. Our process ensures faster turnaround and less cleanup for your dev team.

- VP Solutions for Game

End-to-end B2B services for AAA-quality character and scene creation, we acts as an external production partner for game studios, delivering everything from full-performance capture to real-time cinematics.

- Event Technology

Our event technology services go beyond traditional AV setups to include cutting-edge technology like interactive screens, live streaming, virtual reality (VR) experiences, and automated control systems. By integrating these technologies, we enhance the audience experience, making events more engaging and memorable. For clients looking to create a lasting impression, our event technology solutions provide a modern and sophisticated approach, setting the standard for event production in Qatar.

- Audio and Video Technology

At the heart of 974 Production is our focus on high-quality audio and video technology. Our services will cover a full spectrum of AV needs, from projection and LED screens to sound reinforcement and immersive audio setups. We will provide solutions for all types of events, from corporate conferences and cultural exhibitions to concerts and large-scale productions. Our equipment line-up includes advanced speakers, video walls, and 40K projectors, supported by skilled technicians who ensure flawless execution.

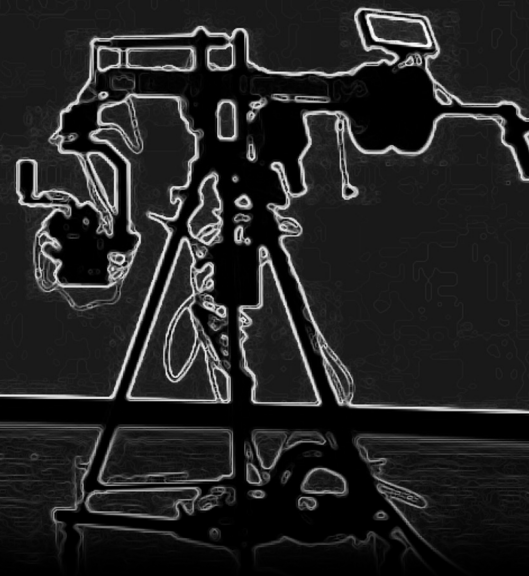
*"Our technology doesn't just support your event, it elevates your entire production. We'll help you match the right tools to your vision."*





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*Let's bring your next project to life faster, smarter, and more creatively.*