



FOCUS
FILM RENTALS

Where Creativity Meets Professionalism

COMPANY PROFILE

WWW.FOCUSFILMRENTALS.COM

**20
25**



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ABOUT FOCUS

Origin, History, and Evolution

Focus Film Rentals was established in 2009 by a passionate team of filmmakers, including cinematographers, producers, and directors. Over the years, Focus has evolved into a premier rental house for high-end filmmaking equipment. With a strong commitment to advancing the industry, Focus Film Rentals provides state-of-the-art tools and unparalleled service to professionals working on movies, TV shows, video clips, dramas, and documentaries.

With an in-house service center, a team of 20 dedicated employees, and over 50 trained technicians, Focus Film Rentals is committed to excellence and innovation in the filmmaking industry.



CEO MESSAGE



Dear Filmmaking Community,

It gives me immense pride and gratitude to address you as the CEO of Focus Film Rentals. Since our founding in 2009, our journey has been fueled by a deep passion for storytelling and an unwavering commitment to empowering filmmakers with the tools they need to bring their creative visions to life.

What started as a dream shared by a team of filmmakers has grown into one of the industry's most trusted partners for high-end filmmaking equipment. Over the years, we've been privileged to support some of the most remarkable projects in the industry, collaborating with visionary directors, production houses, and agencies. These collaborations reaffirm our mission to deliver excellence and innovation at every step.

At Focus Film Rentals, we are more than just a rental house. We are partners in your creative journey. From our extensive inventory of cutting-edge cameras, lenses, and motion control equipment to our dedicated service team of over 50 highly trained technicians, we are here to ensure your production is seamless and successful.

Thank you for trusting Focus Film Rentals as your partner in filmmaking. Together, let's continue pushing the boundaries of creativity and crafting stories that inspire audiences around the world.

Sincerely,
Wael Darwish



VISION & MISSION

VISION

To be a leader in the film equipment rental industry, setting new benchmarks in quality, innovation, and customer experience.

MISSION

To empower filmmakers with cutting-edge equipment and expert support, enabling them to bring their creative visions to life.





ABOUT THE FOUNDERS

Wael Darwish

(CEO and Director of Photography)

A visionary leader with extensive experience in cinematography, driving the company's growth with his expertise and passion for filmmaking.



Reda Nasr El-Din

(General Manager)

A seasoned professional with a comprehensive understanding of the film production process, ensuring operational excellence and customer satisfaction.



ABOUT THE FOUNDERS

Marwan Saber

(Technical Manager and Director
of Photography)

A technical expert dedicated to delivering
innovative solutions and maintaining
top-quality equipment.



Omar El Badrawy

(Technical Supervisor and Director
of Photography)

Known for his technical prowess and
problem-solving abilities, he ensures all
equipment meets the highest standards.



FOCUS & THE MEDIA INDUSTRY

Focus Film Rentals has proudly supported numerous high-profile projects in collaboration with top production houses, film directors, and agencies.



These underline collaborations Focus Film Rentals' commitment to excellence and its reputation as a trusted partner in the media industry.



FOCUS CAPABILITIES

A Scope of Services and Equipment Categories

• Cameras



ALEXA 35
RAISING THE BAR



ALEXA MINI LF



SONY BURANO



Phantom Flex4K GS



SONY VENICE 2



FOCUS CAPABILITIES

• Lenses





FOCUS CAPABILITIES

• Grip



• Motion Control





FOCUS CAPABILITIES

• Lighting





FOCUS CAPABILITIES

(B) The New building and Enhanced Customer Experience
The Focus Film Rentals headquarters offers a comprehensive experience for filmmakers, featuring:

- A Testing Room to ensure all equipment functions perfectly before deployment.
- A Small Studio for tablet shoots, podcasts, and creative projects.
- A Multipurpose Room designed for events, training sessions, and workshops.





WHY FOCUS?

- (A) Capacity:** An extensive inventory of high-end equipment to meet diverse production needs.
- (B) Expertise:** The founders' technical knowledge and industry experience ensure top-notch service and reliable equipment.
- (C) Agility:** A proven track record of overcoming challenges and providing efficient solutions to production hurdles.
- (D) Customer Experience:**
 - Dedicated testing rooms to check and familiarize with equipment.
 - Comfortable meeting rooms for consultations and project discussions.
 - Comprehensive customer support throughout the rental process.
- (E) Early Innovators:** Focus Film Rentals is committed to staying ahead of the curve, consistently introducing the latest technology to the market.



FOCUS

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