

A cinematic scene set against a white wall with a sign that reads "SIR THE CAO VIETTEL". A woman with short dark hair, wearing a white denim jacket, blue jeans with a chain belt, and red sunglasses, stands in the center. To her left, a man in an orange jacket and glasses is taking a photograph with a camera. To her right, a man in a black t-shirt and cap is operating a professional camera on a rig. Another man in a black t-shirt and shorts stands to the far right, looking towards the camera operator. The scene is framed by a film strip border at the top and bottom.

**SAMY'S CAMERA | CINEMATIC ECOSYSTEM**

**HARTBEAT STUDIOS | RED | ADOBE | CSU  
EA | DAKAR | DAS | UCLA ANDERSON |  
HARTBEAT ACADEMY | CCC SYSTEM**

# STRATEGIC ALLIANCE LOGOS



# BRAND PARTNER LOGOS





- Activate creative-tech talent pipelines across CA Community Colleges & CSU 23.
- Highlight American and global cinema-tech excellence.
- Engage 18–34 creative workforce candidates through hands-on demo days.
- Position Samy's Camera as the gateway to ARRI, RED, Sony, Canon & Fujifilm ecosystems.
- Integrate Fortnite, Call of Duty, and top e-sports platforms for cross-industry appeal.

# CAMPAIGN PURPOSE

# CAMPAIGN OVERVIEW

- A statewide creative-tech, gaming, and cinema activation campaign.
- Connecting Samy's Camera + leading cinema brands with CA campuses.





- **Premier cinema-tech retailer & educator**
- **Gateway to ARRI, RED, Sony, Canon, Fujifilm ecosystems**
- **Supports students, filmmakers, and educators statewide**

# **SAMY'S CAMERA BRAND STORY**





# PARTNER BRANDS



- ARRI – Industry standard for cinema production
- RED Digital Cinema – High-end digital filmmaking
- Sony – Cinema Line cameras & broadcast technology
- Canon – Optics + cinema cameras
- Fujifilm – Lens innovation & hybrid systems



**SONY FUJIFILM**



**Canon**



# ACADEMIC ALLIANCE



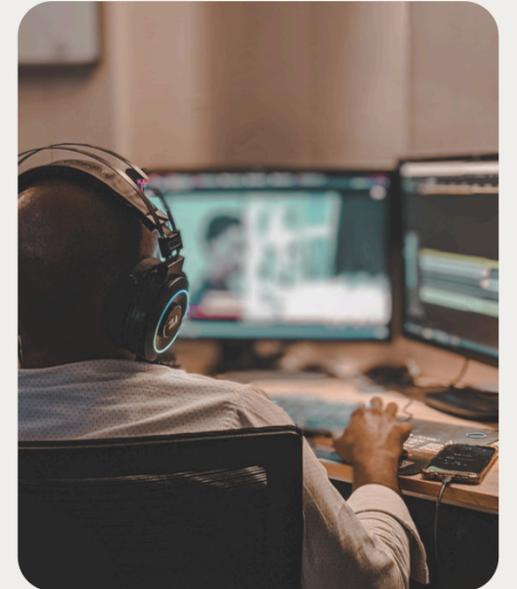
***UCLA School of Theater,  
Film & Television***

***UCLA Anderson – Center  
for Media,  
Entertainment & Sports  
(MES)***

***CalArts –  
Film/Animation/Arts  
Technology***

***Otis College – Digital  
Media & Design***

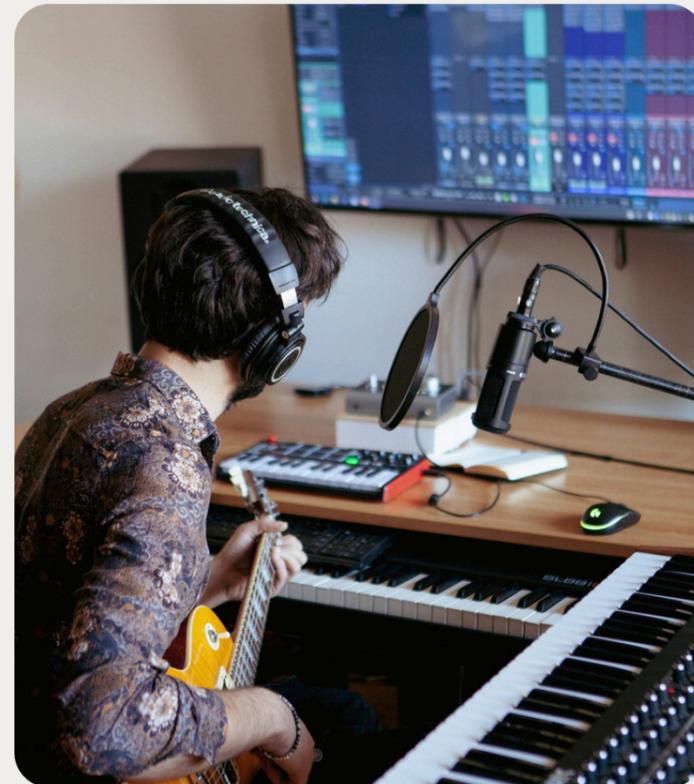
***CSU Entertainment  
Alliance (23 campuses)***



# WHY PARTNER WITH THESE INSTITUTIONS?



- **Global hubs for film, VR, gaming, animation, TV, AI media**



- **Producing top creative + technical talent**



- **Perfect audience for hands-on gear education**

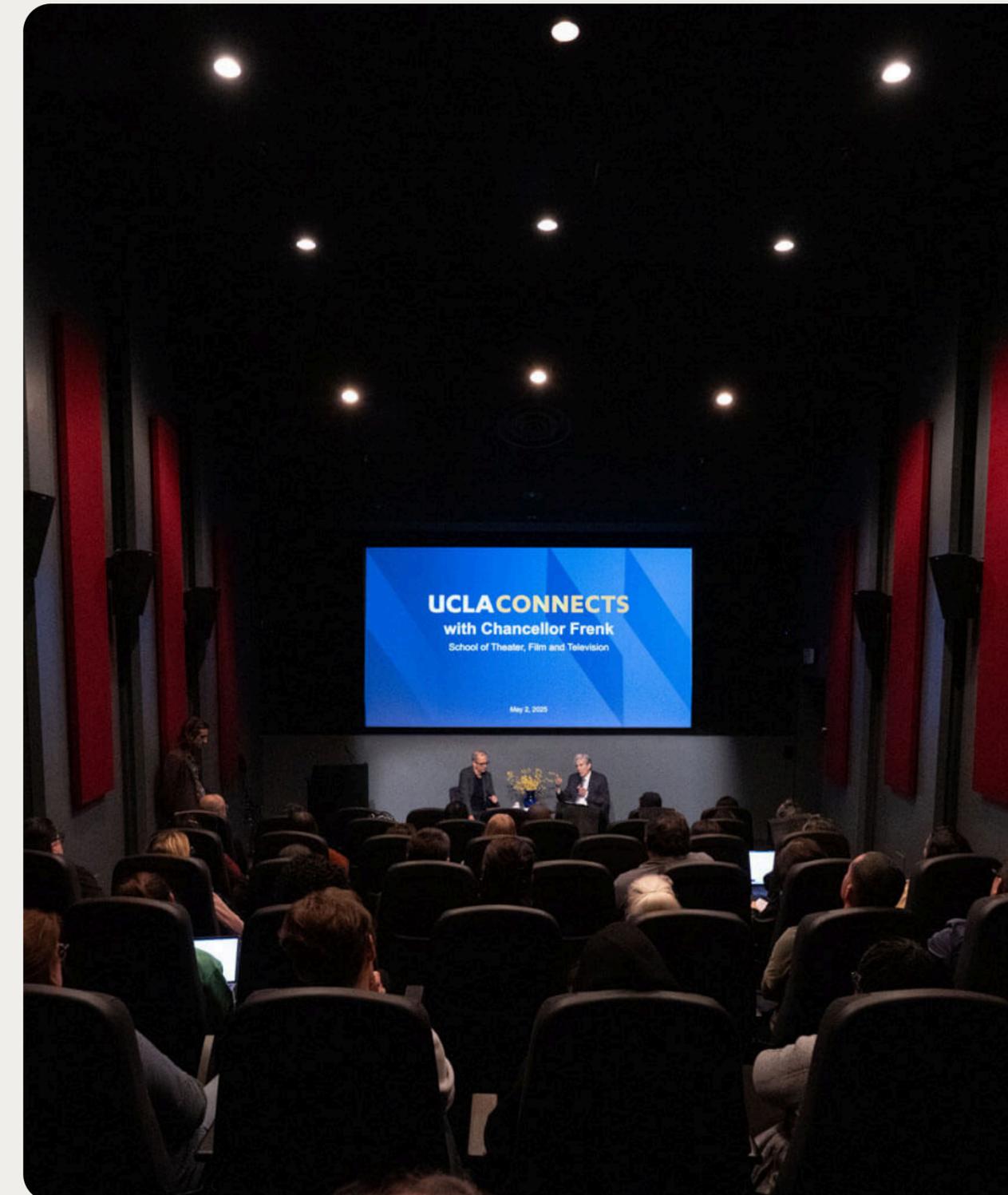


- **Multi-campus demo days**

- **Gear testing (ARRI, RED, Sony, Canon, Fuji)**

- **Hands-on workshops**

- **Guest lectures by filmmakers & technologists**

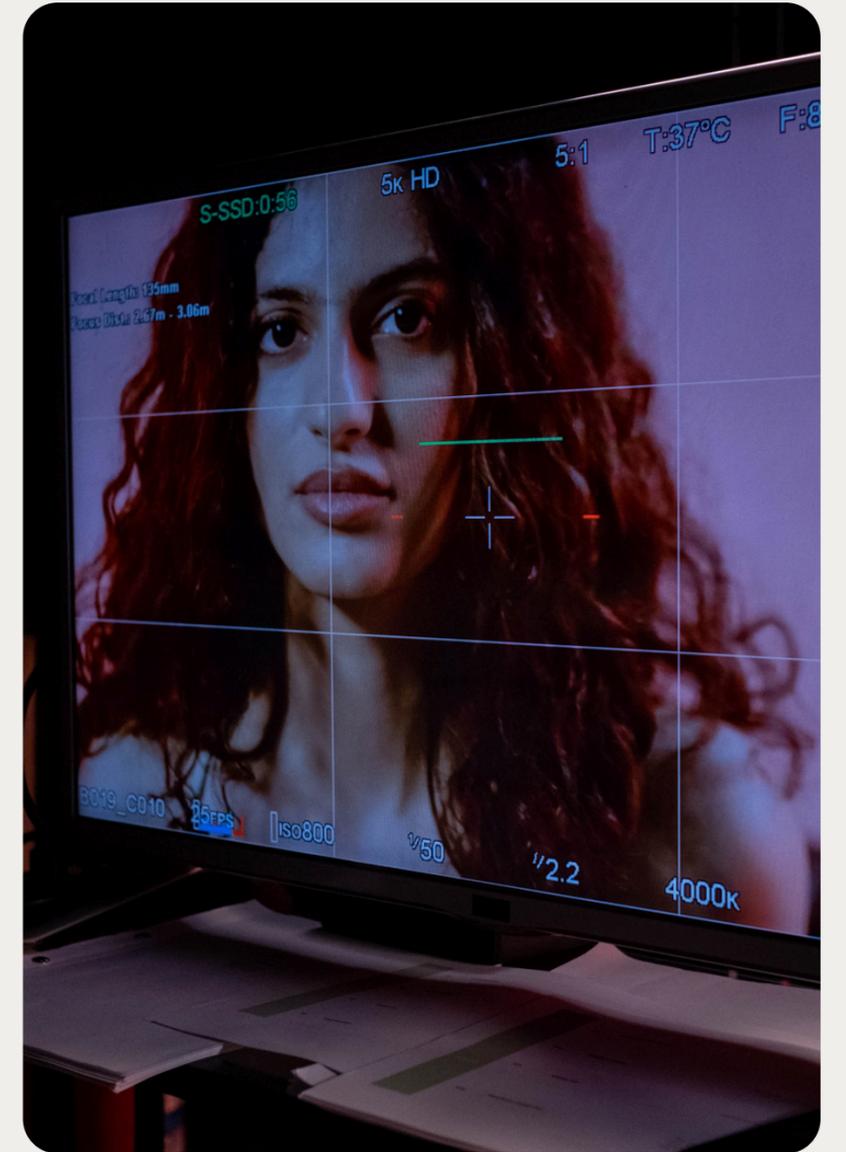


# CAMPUS ACTIVATION STRATEGY



- Fortnite / Call of Duty friendly tie-ins
- Content creation labs

- Streaming workshops
- Pro-level capture & broadcast setups



# GAMING & ESPORTS INTEGRATION

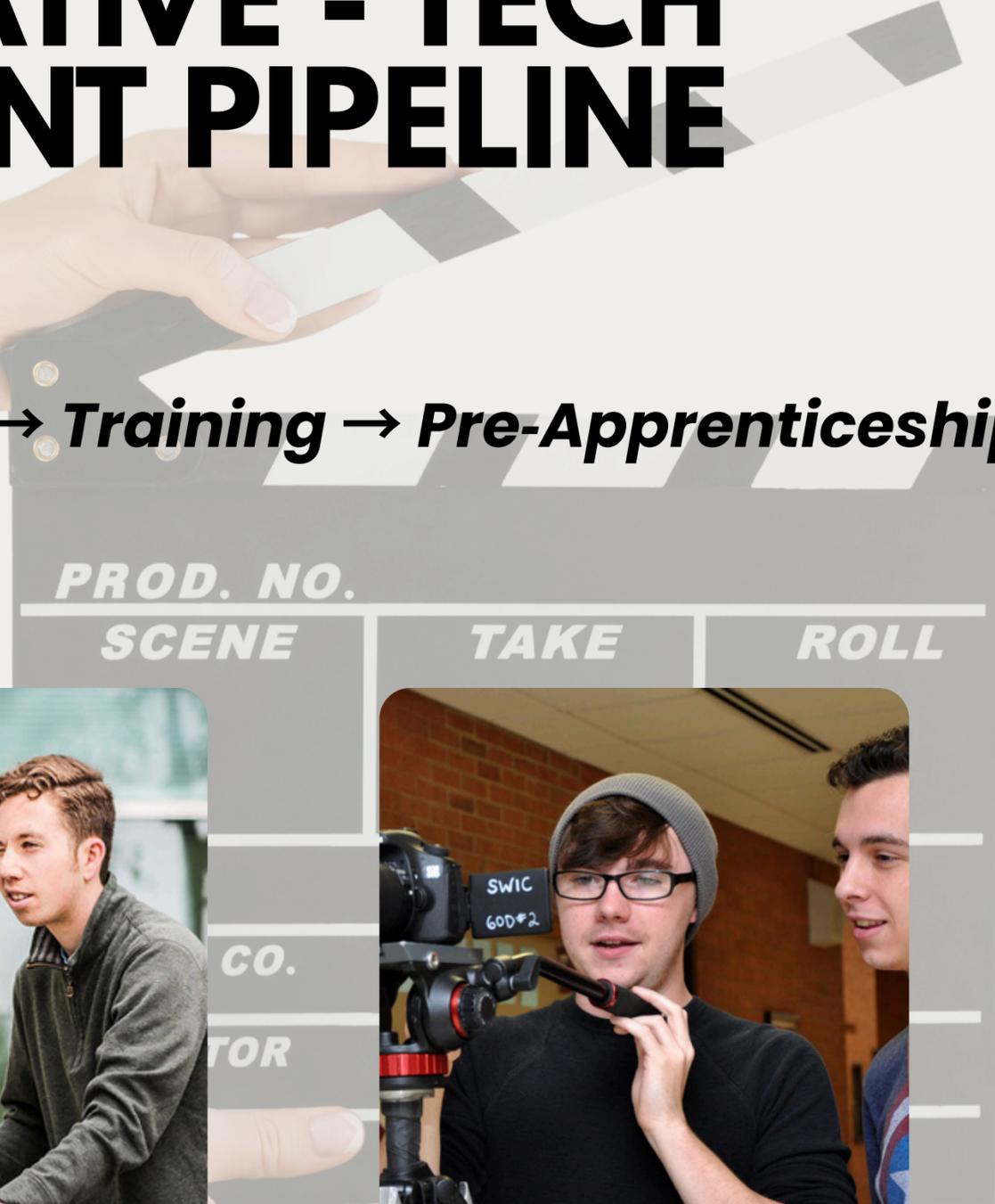


# CREATIVE - TECH TALENT PIPELINE



STUDIO SHODWE

**Exposure → Training → Pre-Apprenticeship → Apprenticeship → Studio Placement**





- ***Free access to industry equipment***
- ***Resume-ready certifications***
- ***Real-world production training***
- ***Networking with brands + filmmakers***

# **PROGRAM BENEFITS (STUDENTS)**





- ***Direct student engagement***
- ***Brand loyalty in a key demographic (18–34)***
- ***Content opportunities***
- ***Campus visibility***

# **PROGRAM BENEFITS (PARTNERS)**



# 12 MONTH ROADMAP



**Q1: Launch, branding, UCLA/CalArts**



**Q2: CSU 23 campuses tour**



**Q3: Workshops + gaming activations**



**Q4: Filmmaker showcase + report**





- Gear transport & staffing
- Demo day production
- Workshops & speakers
- Content creation package
- Estimated budget: TBD with Samy's Camera

# COST STRUCTURE (PRELIMINARY)



# THANK YOU



A sample equipment list might be something like:



- ARRI Alexa Mini / Amira
- RED V-Raptor / Komodo X
- Sony FX3 / FX6 / Venice
- Canon C70 / R5C
- Fujifilm X-H2S + lenses



## ***Get In Touch***



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