

COMPANY PROFILE



SIDE FX
SDN. BHD. 572954-U

3D ANIMATION | NEW MEDIA | TRAINING

company profile



OVERVIEW

Today's business environment is more competitive than ever. To succeed, companies must embrace technology to improve upon the traditional ways of doing business. Many successful companies have turned to multimedia technology to help them gain a competitive advantage by communicating, training and using information more effectively.

At Side Fx Sdn. Bhd., we specialize in designing and producing quality animation and visual media for the corporate, multi-media and broadcast television industries. Calling upon a comprehensive set of disciplines, skills and equipment, Side Fx Sdn. Bhd. can bring both the professionalism and talent to your project to maximize the potential of your ideas.

We work with our clients in a consultative partnership to provide a variety of solutions which meet specific needs. Side Fx Sdn. Bhd. helps its clients market their products and services more effectively and train their employees more efficiently.

Having created successful applications for such leading edge companies as Radio Televisyen Malaysia (RTM), Multimedia Communication And Multimedia Commission (MCMC), ASTRO, Universiti Malaysia Kelantan, Ella Animation Production (Jeddah, Saudi Arabia), Taman Tamadun Islam, Lembaga Tabung Haji, Astronautic Technologies, Luncai Emas Productions, Layar Consult Sdn Bhd, Side Fx Sdn. Bhd. has a proven track record of excellence.

To be the best in your market, you need to create new media products that are unique and compelling. You need a company that uses the latest technologies to create digital magic... on time and on budget. You need a dependable partner who will help you find and develop the right web solutions for your business, from concept to completion, so you can stay ahead of your competition.

You need Side Fx Sdn. Bhd...

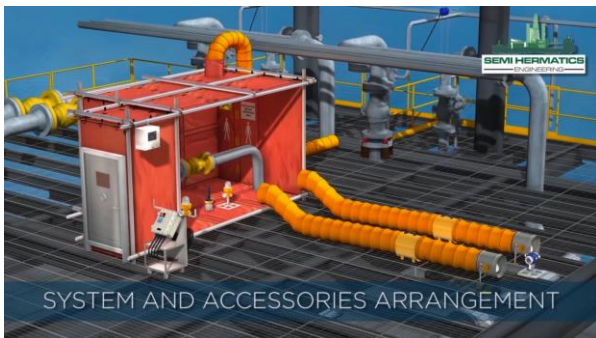
MISSION STATEMENT

Side FX Sdn Bhd was founded with a mission to provide high quality tools which help the business community in utilizing digital technology for their competitive advantages.

OBJECTIVES

The idea behind the foundation of Side FX Sdn. Bhd. is to be one of Malaysia's premiere 3D Animation, Multimedia, Game and post-production effect facilities. The visual effects and production arm of this company was created to fulfill the promise of digital media effects: unprecedented quality, lightning speed, and limitless possibilities, all at a cost-effective price.

Using the most talented local artists working with the fastest hardware, the best software, and the strongest behind the scenes support staff in Malaysia, this company aims to enjoy a high success in multimedia, animation and video production.



Service Video: Welding Habitat System
Client: Semi Hermatics Engineering



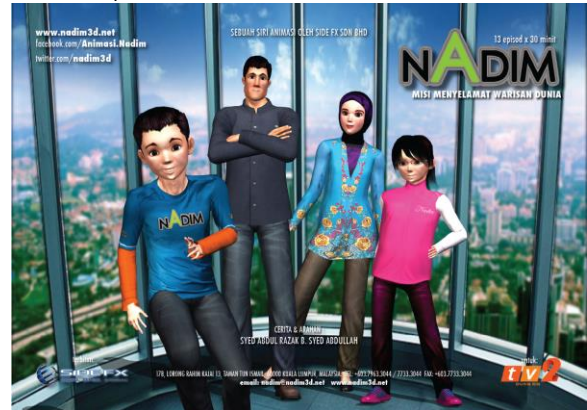
Corporate Video: UMK
Client: Universiti Malaysia Kelantan

Services

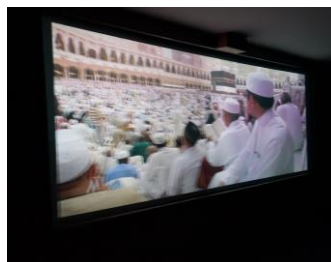
3D Animation

3D graphics are not just for Hollywood anymore. Side Fx Sdn. Bhd. can make your next production fly off the screen, literally. Whether your target is broadcast, motion picture, print, the web or corporate presentation, Side Fx Sdn. Bhd. can provide animation that will exceed your greatest expectations. The photo-realistic animation is the next level that we offer. 3D graphics can add life to your corporate logo, presentation openers, your latest multimedia show, or just about anything.

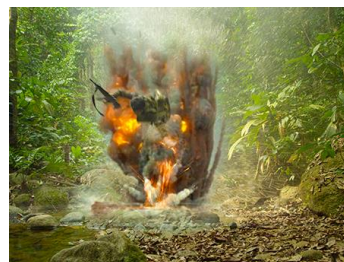
3D Animated Series: NADIM
Client: RTM / TV2



3D Virtual Reality
Client: ATSB



3D Stereoscopic
Client: Taman Tamadun Islam



3D Visual Effects
Client: Kanang Anak Langkau Film



3D Mapping
Client: Taman Tamadun Islam



Documentary: Salam Nusantara 1
Client: Anugerah Media Network Sdn Bhd
Award : Best Editing - Documentary - Anugerah Seri Angkasa

Video and Post Productions

Side Fx Sdn. Bhd. now ready to hit the broadcast industry. We have recently expanded our video capabilities and have already produced broadcast quality content for a number of clients. For 2014, we are expecting a number of new large contracts, which will include broadcast animations and special fx.

We have in house capabilities to hold up to 400 hours of uncompressed quality video. Our nonlinear equipment captures and plays back Full HD and FILM format. By combining this system with our 3D capabilities we can create an outstanding array of effects including 2D and 3D motion graphics, particle system effects and anything else required.



Documentary: Bicara Pondok
Client: Yayasan Pondok Malaysia & Astro Oasis



TV Magazine: Malaysian Xtreme
Client: RTM

Creative Digital Media Services

Interactive Media

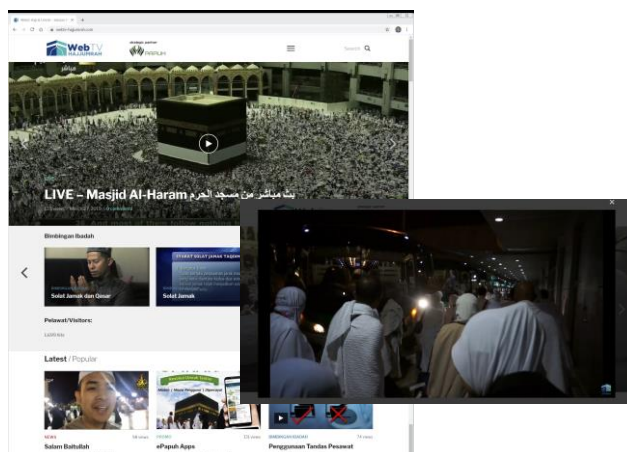
Interactive media is changing the way we communicate, shop, learn, and entertain ourselves. It is a cultural revolution that is setting the stage for an incredibly exciting future. And you need to be there. Yet, when it comes to finding the right combination of technology and content for a specific application, the questions can quickly become overwhelming. That's where we come in. Building upon our strong grasp of today's technologies and tomorrow's possibilities, we assist our clients in identifying the best, most cost-effective ways of interacting with their audience. From Interactive TV interfaces and content, to Internet-based Virtual Reality Tours, to digital storyboarding for film and television, we're constantly pushing ourselves to shape this brave new virtual world by designing and delivering unparalleled interactive media solutions.

Motion Graphics

Side Fx Sdn. Bhd. creates 2D and 3D motion graphics for use in broadcast and corporate video productions. The need for motion graphics can be seen in a variety of venues. Sports organizations, corporations, independent production companies and presentation videos. Motion graphics is not a luxury, but a necessity in today's world presentation.

Web Development

At Side Fx Sdn. Bhd., we are pretty sure the Internet revolution is really catching on. That's why we have burned the midnight oil mastering the latest web techniques, and applying them to our visually appealing design aesthetics. The result is web sites that are both informational, and highly graphic.



Web :
<http://webtv-hajjumrah.com>



Enhanced CD: PEPSI-KRU
Client: PEPSI / KRU



Multimedia Presentation: 5 years PERODUA
Client: PERODUA

Technical Digital Services

Video Ingestion

Our ingestion and content creation tools support your needs, from basic end-user upload and capture capabilities, to powerful tools for content administration.

Digital Productions Consulting

With nearly over 18 years in digital production experience, Side Fx Sdn. Bhd. offers high quality technical expertise on digital production studio and equipment setups; and the dynamics of a digital production pipeline. We are well versed in the software and hardware solution for a specific project, whether it be a feature production or as simple as an interactive project.

Courseware Development

In addition to the comprehensive array of high-quality, digital content creation available from Side Fx, we provide a variety of options to support the development and distribution of tailored and custom learning in your organization.

Our Strategic Services team of professionals is ready to respond to your needs for custom-built courseware or even entire curricula.

To ensure the highest-quality custom e-learning courseware, we

- offer a range of Web-based, conventional multimedia and LAN-based solutions
- build platform-independent courseware that will run
- on any standard learning management system (LMS)
- you use
- collaborate with you to ensure that your courseware
- matches your training needs perfectly
- commit ourselves to a brisk production schedule so
- that we can deliver on time

Side FX Courseware mission

At Side FX, our courseware mission is simple: to provide you with the best training materials possible to achieve maximum results in the classroom. The ability to customize the courseware to meet your own specific needs creates a truly flexible learning system.



Ministry of Education - English



e-TQM



Ministry of Education - Year 3 English - Fun with English



Ministry of Education - Year 1 Science

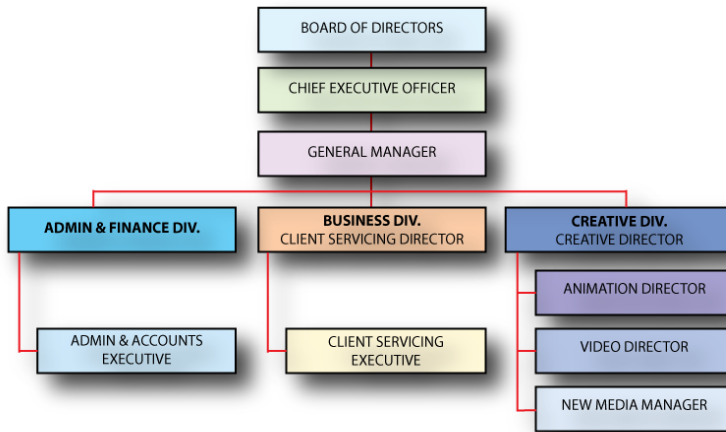


Ministry of Education - Year 3 English - Donkey King



Ministry of Education - Year 3 English - Fun with English

SIDE FX ORGANISATION CHART



The Team

Zainal Rahman
Chairman

Syed Abdullah bin Syed Hassan
Director

Syed Abdul Razak bin Syed Abdullah
Founder /Chief Executive Officer

Mohd Izhar Mohd Nor
Chief Operating Officer

Azhar Aziz
Executive Producer

Norhashim Amat Suanti
Technical Director

Ahmad Samri Mohammed Akhir
Client Servicing Director

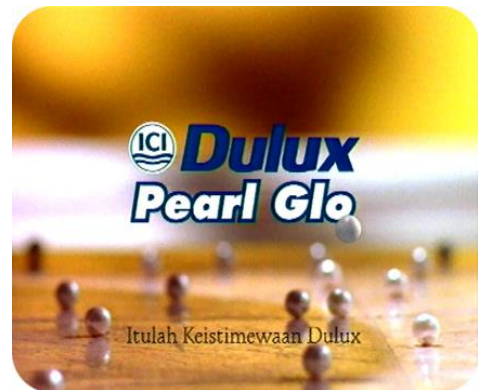
Mohamad Shafiq Samsudin
New Media Director

Sharifah Firdausiah bt Syed Abdul Aziz
General Manager

Sharifah Zohriah bt Syed Abdullah
Admin Manager



Launch Video: Sepang Circuit F1 Launch Video
Client: Global Videowall SB & Sepang Circuit Bhd



TV Commercial: Dulux Pearl Glo
Client: ICI



Cinema Advertising: JC Decaux, Pearl & Dean Opening
Client: JC Decaux, Pearl & Dean

Clients

Animation & Video Production

1. ATSB & Peladang – Virtual Reality Exhibition
2. Kem. Sumber Asli – Hari Harimau Sedunia (Wall Projection & Launch Video)
3. RTM - Al-Rayyan, HjrahKu (TV Magazine) NADIM (Animated Series for TV2)
4. Taman Tamadun Islam – Cahaya Ketamadunan (Light & sound), 3D mapping, 3D Virtual Hajj
5. Yayasan Pondok M'sia & Astro Oasis – Bicara Pondok
6. SKMM&RTM - GEN-X Animated Series for TV
7. Khabar Haji 2012 - Astro Oasis
8. Tabung Haji –Kenangan Haji 1432H / 2011
9. Salam Muslim - Astro Oasis
10. Taman Tamadun Islam – 3D Hologram & Documentary
11. Majlis Agama Islam Melaka - Virtual Reality
12. Bahagian Teknologi Maklumat (BTP) - 3D Animated Series – Science - Sejarah & Bahasa Mandarin
13. TR Networks/JSA Advertising
14. Activa Miracle White - TV Commercial
15. Anugerah Media Network Sdn Bhd - Telemovie JULIA for Astro - Edisi Remaja montage for RTM1 Montage and 3D animation for TV1 - Kota Warisan (Documentary for RTM) - Islam di Nusantara (Documentary for RTM) - Salam Nusantara 1 Kemboja - Documentary series - RTM (Anugerah Seri Angkasa Award 2001 Best Editing for Documentary) - Salam Nusantara 2 Thailand - Salam Nusantara 3 Singapore - Salam Nusantara 4 Sumatera - Salam Nusantara 5 Minangkabau - Salam Nusantara 6 Brunei - Salam Nusantara 7 Palembang - Salam Nusantara 8 Myanmar - Salam Timur Tengah (RTM) - Lambaian Kaabah (RTM) - Kembara Raihan (Documentary for RTM) - Educational TV Programme for Bhg Teknologi Pendidikan (Astro) - Science, Vocational, Mathematics, History and Geography
16. Luncai Emas Sdn Bhd - Cucu Tok Kerinchi - Digital Tiger & Special Effects for VCD production
17. Maya Kristal Sdn Bhd - X5 – Digital Pyrotechnics & Special Effects for VCD
18. Muazzin Productions Sdn Bhd Tilmiz Video Music & Doa Bersama-sama Telekom
19. Telekom Smart School - Launch Video
20. "5 Years Perodua" Perodua - Launch Video
21. SUK Selangor - IT Educational Awareness Program
22. Raihan "Demi Masa" - Video Karaoke, Album Launch Video
23. Click Grafis Sdn Bhd - AIROD Berhad Video Presentation - Sepang F1 Circuit Launch Video - JC-Decaux Pearl & Dean - Cinema Advertising Opening Title - ICI Deluxe Pearl Glow - TV Commercial - National - Niagara washing machine - TV Co - KFC Fun Box - TV Commercial - Mercedes Benz S-Class Launch Video - Ford Focus Launch Video - TMVisa Card Launch Video
24. Gabungan Kumpulan Nasyid Malaysia Concert Kerana Mu KOSOVO"- Video Presentation
25. Rapsodi Kristal - AlarmMe, Video Clip
26. Asas Tajwid - Educational TV Program TV1

Corporate Video

1. Universiti Malaysia Kelantan (UMK)
2. Semi Hermatic Engineering Sdn Bhd
3. AxisReit Berhad
4. Kementerian Kemajuan Luar Bandar dan Wilayah (KKLW)
5. Jabatan Penilaian dan Perkhidmatan Harta
6. International Islamic University of Malaysia
7. Matriculation Centre (IIUM)
8. Majlis Bandaraya Ipoh - Ipoh Maya
9. Kementerian Perumahan Negara dan
10. Kerajaan Tempatan (KPKT)
11. MASTIC - Malaysia Institute of Science and Technology Corporation
12. Little Egypt Shop - Elegant Legacy (M) S. B.
13. AACO Tech. - Alpha Percima Sdn Bhd
14. Erten Sdn Bhd
15. Exquisite Products Man. (M) Sdn Bhd
16. Fu Siang - Special Master (M) Sdn Bhd
17. Hantong Metal Component (KL) Sdn Bhd
18. M-Shyeri Marketing Sdn Bhd
19. TS Chang Stainless Steel & Eng. Sdn Bhd
20. Textraco (M) Sdn Bhd
21. Universal Nutribeverage Sdn Bhd
22. Vive Home Furnishing Sdn Bhd
23. Yi Gang (M) Sdn Bhd
24. United Envelope Sdn Bhd
25. Percetakan Malindo (M) Sdn Bhd
26. United Printer Sdn Bhd
27. Asia Unique Furniture Sdn Bhd
28. Kierie Plastic Sdn Bhd

Courseware Development

1. Engineering Courseware - Mesiniaga Bhd
2. English Year 2 & 3 - Enersia SB/MoE
3. Science Year 1- Niit M'sia/MoE
4. Unitar E-Learning - KUB / Nadi

Multimedia

1. Taman Tamadun Islam – Glass Interactive Screen
2. Masjid Channel – Masjid Kepala Batas
3. IMRP / Sterillgamma Sdn Bhd - Launch Video
4. JAKIM / Layar Consult - Pelancaran Masjid
5. Wilayah - Multimedia Presentation
6. Bank Islam / Cerna Advertising
7. Credit Card Launch - Presentation
8. 20 Tahun Takaful Malaysia - Presentation
9. Kem. Kemajuan Luar Bandar dan Wilayah SPED Terbaru - Multimedia Presentation
10. Parkmay Berhad Multimedia Presentation to Prime Minister
11. Gabungan Pemborong Negeri Perak Kompleks Sukan Manjong - Multimedia Presentation
12. UMNO Perak - Pelancaran Bangunan UMNO Negeri Perak - Multimedia Presentation
13. AIROD Berhad AIROD ISO 9002 Multimedia Presentation for Prime Minister (Pro. hse: Click Grafis SB)
14. Gerakan Belia 4B Malaysia (Selangor) Multimedia presentation for Website launch
15. Gerakan Belia 4B Selangor (Kuala Selangor) Multimedia presentation for Website launch
16. Hari Qualiti Negeri Perak – Multimedia Presentation 2002
17. Hari Qualiti Negeri Perak – Multimedia Presentation 2003
18. PEPSI-KRU - Enhanced CD
19. United Eight Sdn Bhd
20. SUKMA Penang Multimedia Presentation
21. Larian IT 2000 Launch Presentation
22. Cantumas Adv.& Promotion - Proposed SUKMA 7 Selangor Opening & Closing - Multimedia Presentation

Website Design

1. Taman Tamadun Islam <http://www.tti.com.my>
2. Penang Global City Centre <http://www.pgcc.com.my>
3. Persekutuan Silat Kebangsaan M'sia <http://www.pesakamaysia.org>
4. Langkawi International Maritime Airshow <http://www.lima.com.my>
5. Jabatan Hal Ehwal Khas (JASA) <http://www.jasa.gov.my>
6. Gerakan Belia 4B Selangor - Website <http://www.belia4b.com.my>
7. Astronautic Technology Sdn Bhd <http://www.atsb-malaysia.com.my>
8. Unifedge Sdn Bhd - Website <http://www.unifedge.com>
9. Fuelee.Com - Website <http://www.fuelee.com> (USA)
10. Metal Crafters Pte Ltd - Website <http://www.metalcrafters.com>
11. Woodee.com - Website (USA) <http://www.woodee.com>
12. Meganet Sdn Bhd - Website <http://www.meganet.com.my>

Ingestion Services

BBC's TV Programme – Beta Digital to H264 Digital format. – Technicolor Ltd, Singapore.

Design & Illustration

1. Kebaya Selangor – Muzium Selangor (PADAT) Photography for coffee table book
2. Tabung Haji - Buku Kenangan Musim Haji 1432H
3. Taman Tamadun Islam – Monument's Posters
4. Tulisan Jawi - Raihan Creative / Muzium Negeri Pahang - Coffee Table Book
5. MCAT - Global Movie & Music Catalogue Sdn Bhd - Corporate Identity
6. Terengganu AutoShow 2002 Corporate Identity, Brochure
7. PKNS - Permata Newsletter Cover Design
8. Murni Carbonated Drinks - Packaging design
9. SUKMA 6 Pahang Opening & Closing ceremony storyboard
10. Amanah Raya Nominees Corporate Identity, Brochure
13. Felkra Berhad Yayasan Felkra Corporate Identity



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No 5-014-2, Wisma IBC Tours,
Jalan Bidara 6/1, Saujana Utama 3,
Bandar Saujana Utama,
47000 Sg Buloh,
Selangor Darul Ehsan
Tel: 03-33930672
Mobile: 010-4033044
e-mail: admin@sidefx.com.my
<http://www.sidefx.com.my>

LATEST PROJECT: 2019

CLIENT: ASTRONAUTIC TECHNOLOGIES SDN BHD / LEMBAGA PERTUBUHAN PELADANG – VIRTUAL REALITY



LATEST PROJECT: 2017

CLIENT: RADIO TELEVISYEN MALAYSIA – AL-RAYYAN (RAMADAN SPECIAL MAGAZINE) 15" X 30 EPISODE



LATEST PROJECT: 2016
CLIENT: 3D VISUAL EFFECTS – FEATURE FILM ‘KANANG ANAK LANGKAU’



LATEST PROJECT: 2016 - 2017

CLIENT: TAMAN TAMADUN ISLAM – ‘CAHAYA KETAMADUNAN’ – LIGHT & SOUND CONTENT & SHOW



PROJECT: 2015 - 2016

CLIENT: TAMAN TAMADUN ISLAM - 3D PROJECTION



PROJECT: 2015 - 2016

CLIENT: TAMAN TAMADUN ISLAM - 3D STEREOSCOPIC SOLUTION - VIRTUAL HAJJ



LATEST PROJECT: 2013 - 2014

CLIENT: ASTRO OASIS & YAYASAN PONDOK MALAYSIA : BICARA PONDOK



PROJECT: 2012 -2014
RTM : 3D ANIMATED SERIES: G.E.N-X for TVi



PROJECT: 2012 -2013
RTM : 3D ANIMATED SERIES: NADIM for TV2



PROJECT: 2010 - 2013
CLIENT: ASTRO OASIS & LAYAR CONSULT : KHABAR HAJI



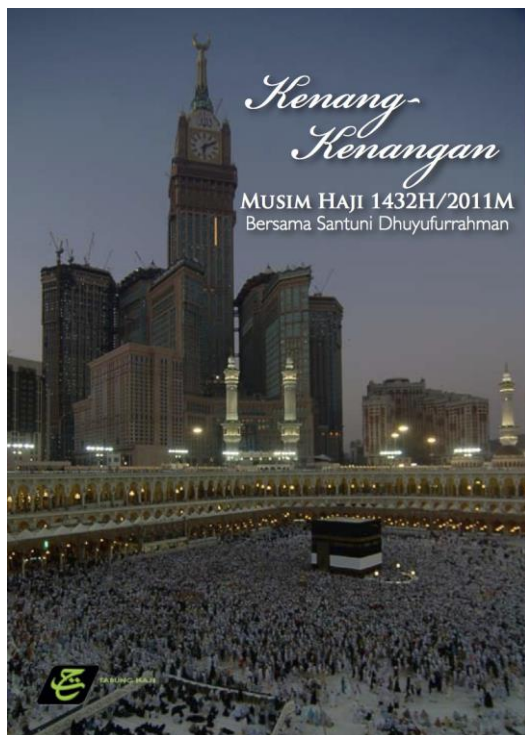
KHABAR HAJI 2010 - ASTRO OASIS

PROJECT: 2011

CLIENT: TABUNG HAJI - PHOTOGRAPHY / VIDEO PRODUCTIONS / DESIGN & PUBLISHING



COFFEE TABLE BOOK



DVD





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