Build the world. Shoot it here.

DREAM FACTORY



Commercials, cinematic scenes and poolside campaigns. LED stages, a heated water-stage programme and post-production in one connected facility.

15 x 10 m
Basin design target

3.5 m
Deep-zone design target

Wet + dry + post
Shared technical core

Enquiries open
Project-specific scoping

From the brief to the final frame.

Virtual production
LED backgrounds, tracked perspective, controlled light and practical foregrounds for commercials, features and episodic scenes.

Brands, products and experiences
Fashion, clothing retailers, automotive and product films, alongside service campaigns, events and presentations.

Location filmmaking
Eastern Cape landscapes and practical sets connect with a shared editorial, colour, VFX and sound pipeline.

Heated water & poolside production
Swimwear, skincare, drinks, hospitality and marine scenes.
Heated-water and wave-capable design targets support controlled surface action, practical reflections and an integrated finishing route.





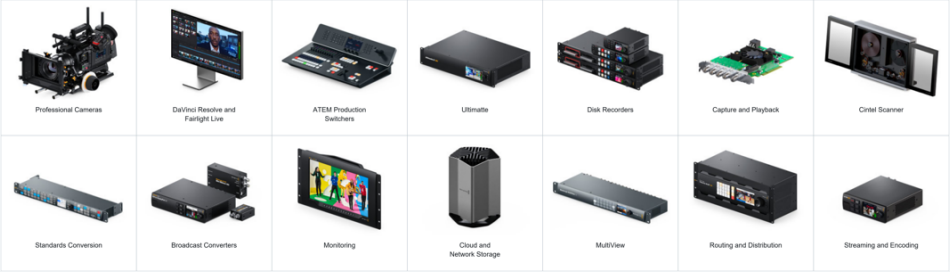
Cinema. Television. Soapies. Campaigns.

Editorial & conform
Offline editing, story assembly, online conform, version control and supervised review.

Colour & visual effects
Colour grading, compositing, cleanup, set extensions and visual continuity across location and virtual footage.

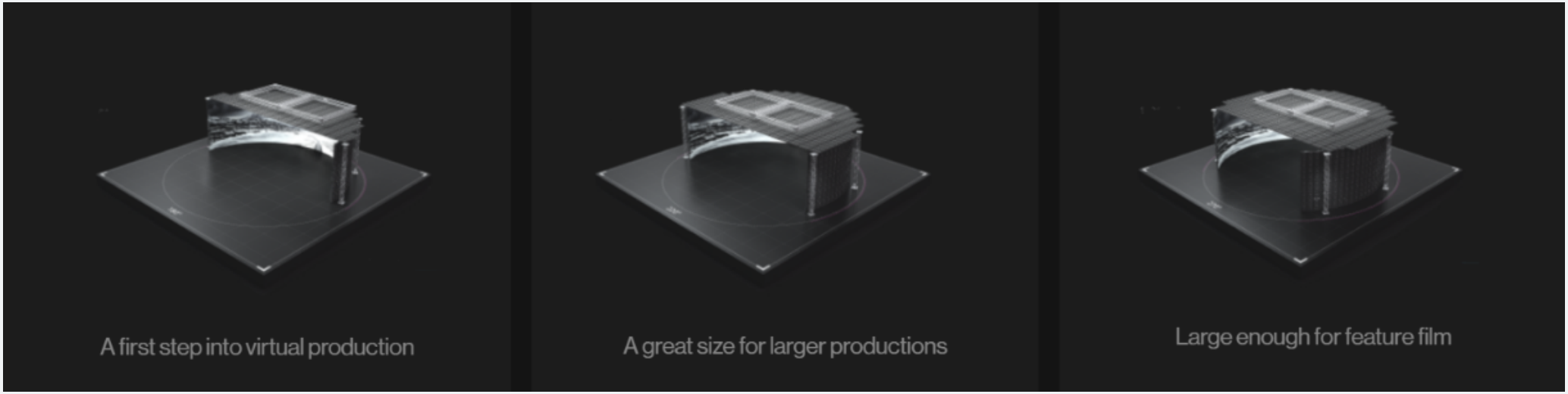
Sound & delivery
Dialogue, sound design, mixing, subtitles and masters scoped to broadcaster, cinema and digital specifications.





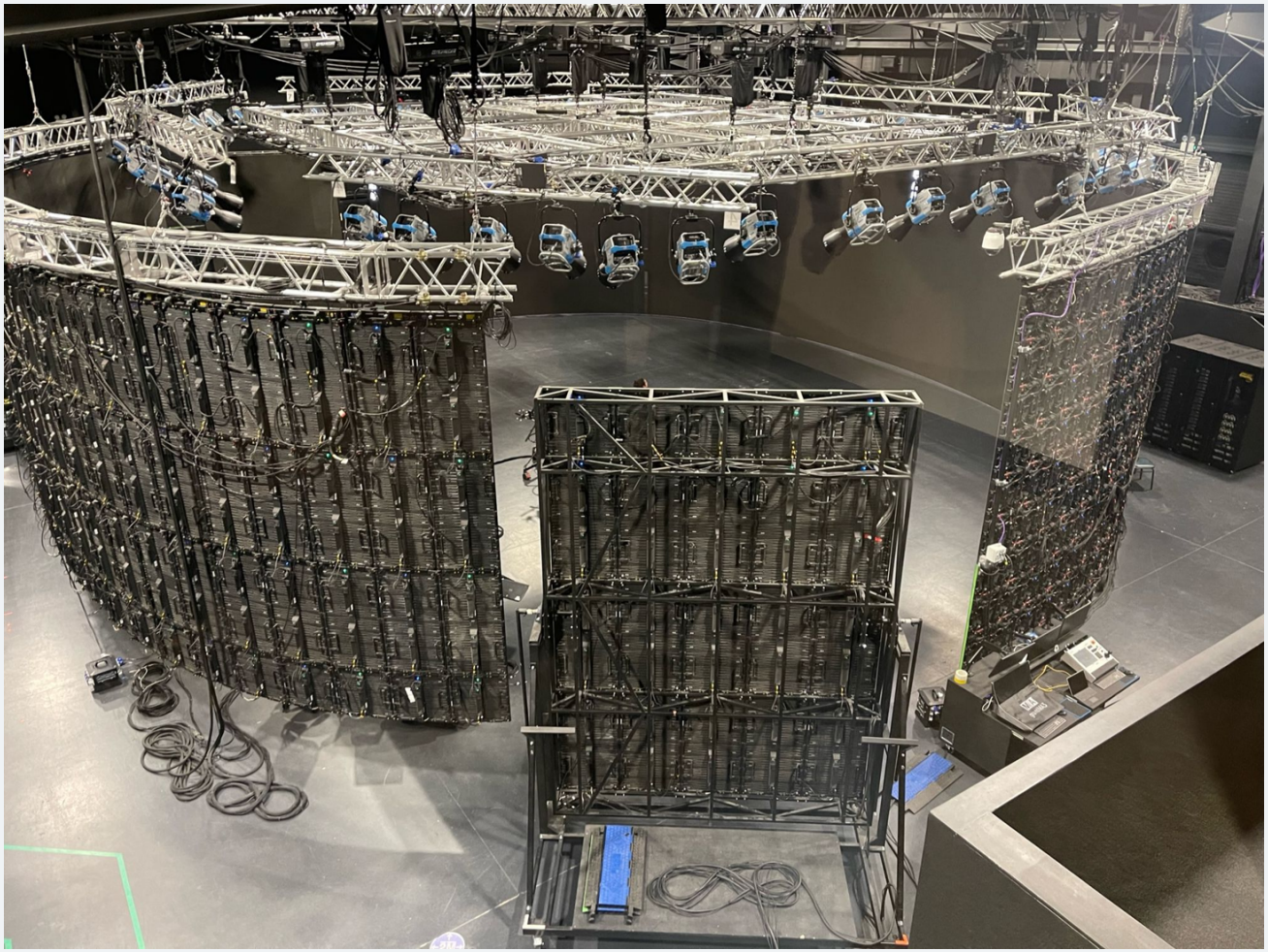
One finishing route for virtual sets, location footage and water-stage productions.

Three ways to shape the stage.



Compact stage, larger production stage and feature-film configuration. The three supplied options support different camera paths, subjects and set requirements.

A closer look at the build.



Warm water. Controlled conditions.

Poolside campaigns
Swimwear, resort and hospitality films, beauty, haircare and beverage launches. Design the practical water, set dressing and background around the product and talent.

Repeat the moment
A heated-water brief supports performer comfort across repeated takes. Specify calm reflections, product splashes, rain or controlled wave action for the scene.

Surface to underwater
The main-basin design target is 15 x 10 m, with a 1.5 m water depth and a separate 5 x 5 m deep-zone target at 3.5 m. Engineer the final layout around loading, access and production requirements.

One connected production
Crew facilities, greenrooms, broadcasting, editorial, VFX, colour and sound connect the water shoot to final delivery.





Two stages. One technical core.

CENTRAL DRY TECHNICAL ROOM

Render and playback resources

Compatible LED processing, storage and control

Permanently connected video, fibre and sync paths

MAIN DRY STAGE

Dedicated fine-pitch indoor LED installation

Commercials, products, vehicles and selected scenes

HEATED WATER STAGE

Dedicated tank-side ROE panel selection

Poolside campaigns, practical water and marine scenes

Keep both display installations in place and share the technical core. Reserve independent rendering and processing capacity for overlapping productions; rent additional capacity when the booking requires it.

LED, tracking & cinema capture.



Mobile LED display



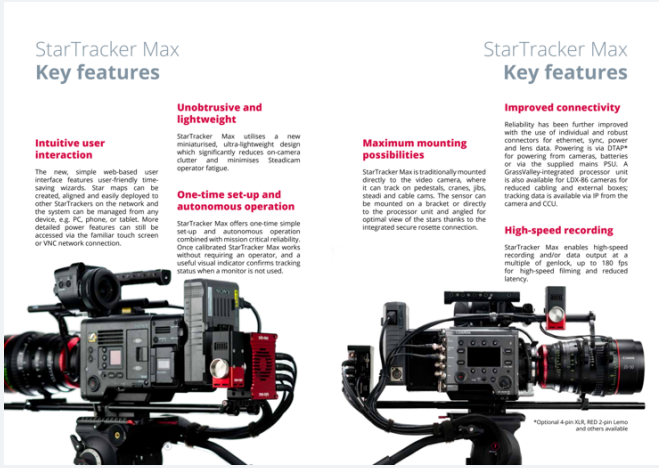
LED modules



Modular panel systems



StarTracker Max



Camera tracking integration



Cinema camera

Choose the camera path.



Extended studio crane



Crane base and camera head



Scorpio 45

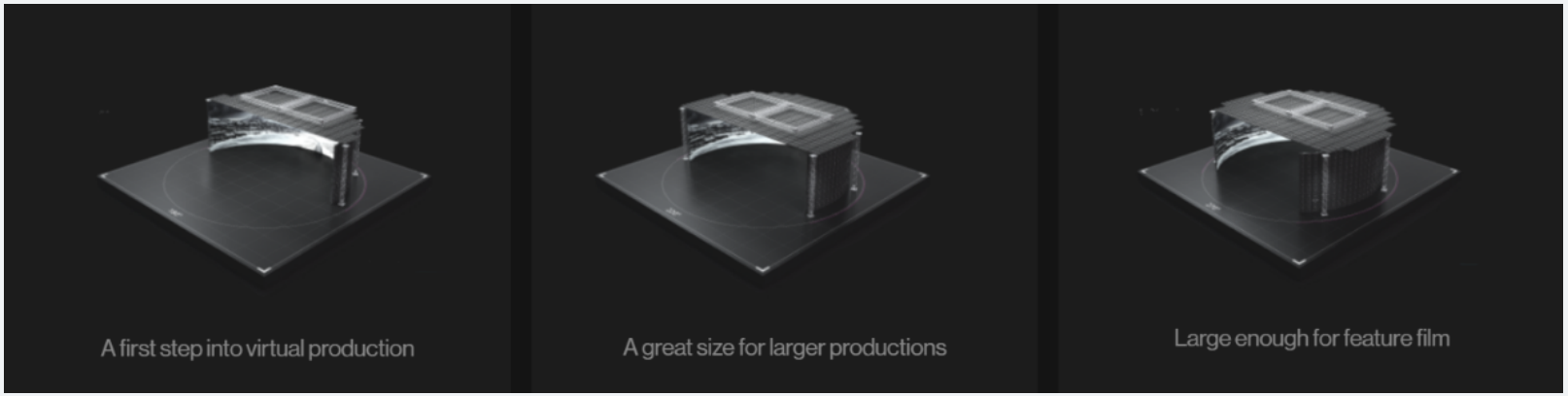
Movement, payload, tracking, rigging and camera synchronisation are scoped as one technical package. Equipment selection follows the production brief.

Rent a stage. Or lease your own.

Project rental
A temporary package for a shoot, scene, event or location. Survey, installation, calibration, technical operation and removal are scoped together.

Managed deployment
Keep equipment and technical support at a venue through a season or longer production programme.

Build-to-suit managed studio lease
We source a warehouse in your chosen South African city and tailor the fit-out and technology to your production house. You lease the dedicated studio and equipment long term, alongside agreed technical management and maintenance. Your team retains creative control.



Space for production and support.



Site aerial



Loading yard



Production floor



Canteens for crew

Crew support & production rooms



Ground-level supporting rooms



Broadcasting and Postproduction



East London. Connected.

DREAM FACTORY / EAST LONDON LOCALITY



Airport transfer brief: approx. 12 km / 8 min

Area markers are schematic. Transfer estimate supplied in the project brief; confirm route and traffic before travel.

Wilsonia, East London

An industrial setting connected to the N2 corridor and King Phalo Airport.

The site brief uses an indicative airport transfer of approximately 12 km / 8 minutes. Confirm route and traffic for production scheduling.



Highway frontage provides a billboard advertising opportunity, with use governed by applicable property rights and approvals.

Spend on the frame.

Shoot commercials and cinematic scenes at a lower project cost.
Control location moves, repeat setups, weather exposure and travel by preparing the environment before the shoot. Savings depend on the brief and both routes being priced on equal deliverables.

Build a local talent pipeline.
Experienced department heads and technical operators work with supervised local trainees in camera, lighting, grip, real-time content and media handling.

Bring us the brief.
Scene or product, location, shoot days, outputs and delivery specification. We scope the studio, content preparation, technical crew and finishing around it.

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DREAM
FACTORY