



"Cinematography is infinite in its possibilities... more so than music or language" Conrad Hall

US-BASED VIDEO PRODUCTION COMPANY



Commitment to excellence

FULL PRODUCTION CYCLE MANAGEMENT

Startup

It's been a long time since the idea of the company involved in video production was conceived. It started in Azerbaijan, one of the post-Soviet republics on the Caucasus.

Two best friends Radeli Vishnevski (USA) and Mir Azad Aliyev (Azerbaijan) started their career in the AGF (Azerbaijan Gymnastics Federation) years ago. While fulfilling their primary duties as a Media Manager (Radeli) and Marketing and Sales manager (Mir Azad) their close cooperation apart from friendship turned into a milestone for their career growth. In 2018 they came to the point when the joining years of experience and acquired skills could turn into a successful venture – setup of an own video production company.

Expansion

Decision did not wait long for its accomplishment and the Limited Liability Company "17" was born on the bases of the already existing 14-year old US "Tielc" Ltd Co- owned by M. (Eugene) Meladze. Joining the team Eugene became the Concept / Script / Storyboard supervisor in the company. Soon after, being an artist and 3D graphics designer Zhaklin Kirvalidze joined the company having won the World Artistic Gymnastics Championship mascot contest in 2017. Right after the contest the Mascot Gur-Gur, became a favorite of the Azerbaijani



public, and its image was revived by American professionals Barry Anderson and Scott Hessington.

Profile

The company specializes in the production of full featured video materials.

It aims to become one of the leading production companies on the market by creating documentaries and feature films along with videos of internal marketing, corporate communications, customer or client testimonials, brand awareness, sales meeting and quarterly review, product/service launch videos, technology and demonstration, product operation and user guide videos, training and educational videos, segmentation and channel videos, focus group or use case videos, futuristic trend videos, business to Business (B2B) videos, video News Releases (VNR), employee training videos, etc.

The company is young and prospective; Ambitions are not hollow as all of its team has substantial experience and expertise to make films for any budget. The project management is set to provide the full cycle video production services in a short period of time maintaining the highest quality of a professionally made video material.



The Crew



Mir Azad Aliyev (AZ)

Co-owner, manager, marketing, advertizing, sales expert, finances, web designer



Radeli Vishnevski (US)

Co-owner, director, cinematographer, videographer, editor, camera



Zhaklin Kirvalidze (GE)

Designer, 3D graphics, motion picture, animation, stylist



Mikhael Meladze (GE)

Writer, concept, script, storyboard, publisher

What We Do

Expertise

The company is compact and mobile. It renders all production services to finalize the project. The project management and production services include:



- Concept / script / storyboard
- Scheduling and administration
- Directing, filming, camera
- Location or studio shooting
- Set design and construction
- Hair, make-up, wardrobe services
- Teleprompter or talent
- Extras

- Engineering and lights
- Editing
- Special effects, fx, sound
- Visual effects
- Post-production sound
- Post-production film lab
- Graphics and animation
- Stock footage
- Publicity and social media management
- Advertising and publishing
- Legal and accounting
- Web-design and services

The company is in possession of the "Mobile Movie Lab" which helps to fulfill any project in any location be it in the country or abroad.

The advantage of the company is in the principle "QUALITY OVER QUANTITY" and it makes it different.

We try to manage communication, costs and quality with our clients efficiently, so that the client gets what he wants in a time and cost saving manner.

The company has already acquired all required legal rights and licenses to operate in the country and abroad. It has international, multilingual and multicultural team to communicate with clients of different nationalities and origin. The team has a rich experience of traveling in many countries of the world and is aware of traditions and traits of people in the

Americas, Asia or Europe. This "multiculturalism" helps to manage projects with cultural accent.

"17" is EOE and adheres to principles of internationalism and equality of nations.



[LINK TO THE DEMO REEL](#)

PROFESSIONAL EDITING

Editing is made in professional software: **Avid Composer, Davinci Resolve, Final Cut Pro, Adobe Premier, Adobe After Affect, Sony Vegas, etc.**

WE RENDER STOCK FOOTAGE IN VARIOUS FORMATS AND OF DIFFERENT QUALITY



Use of Equipment



WE GUARANTEE AFFORDABLE, TIME-SAVING AND QUALITY SERVICES

Quality Over Quantity

"17" does not save on hands-on tools and equipment required by the production of the high quality video and audio material.

Most of the shootings are made with RED and BLACKMAGIC cameras to ensure HD quality even for small-budget projects. Lighting and IT technology also does not lag behind in its quality, ease of use and mobility. The "Mobile Lab" has all the tools to make use at any time



of the shooting cycle.



[Link to the Demo Real](#)



RED Dragon BLACKMAGIC Ursa CANON 6D

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