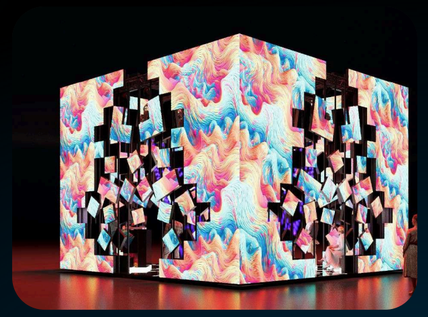
FRAMEWORKS

BUSINESS PORTFOLIO · 2026

Stories, framed.

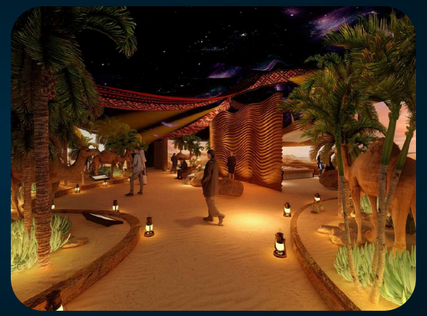
Corporate films, events, design and AI-powered content — crafted to make people stop, watch and remember.











DUBAI, UAE · TAMPA, USA

FWDXB.COM

We are FrameWorks. Every brand has a story worth watching.

Since 2015, an award-winning team of filmmakers, event producers, designers and AI creatives – now in Dubai and Tampa. We write it. We shoot it. We cut it. We stage it. And with our AI studio, we do it faster than ever.

2015

Founded in Dubai – trusted by governments and leading brands since.

2

Offices – Dubai, UAE and Tampa, Florida. Working across the region and the US.

22+

Years of leadership experience in broadcast, film and live events.

Global

Promax BDA Global Excellence · MENAA Best Business Leader.

INSIDE

Everything it takes to make it move.

From the first idea to the final frame — one team, under one roof.

01 **Film & Media**	Corporate films, commercials, post-production, drones
02 **AI Studio**	i-imagine.ai — AI media, agents and automation
03 **Events**	Exhibition stands, stages, immersive experiences
04 **Design**	Branding, editorial, presentations, translation
05 **Virtual Production**	Image-based lighting for stills, powered by Gybow
06 **People**	Leadership, awards and recognition
07 **Clients**	The brands and governments we work with

WHAT WE DO

One partner. Every frame.

Corporate Films

Brand stories, stakeholder films and company profiles that resonate with the people who matter.

Commercials

TV and digital ads – scriptwriting, location scouting, casting, shoot and post.

Post-Production

Editing, colour grading, sound design and VFX from our post studio in Dubai.

Drone Filming & Shows

Cinematic aerials and choreographed drone light shows. Fully licensed and compliant.

AI Media & Automation

AI films, avatars, dubbing, chatbots and agents through our studio, i-imagine.ai.

Events & Experiences

Conferences, launches, exhibition stands, stage design and live streaming.

Design & Branding

Identities, editorial design, out-of-home and animated business presentations.

Virtual Production

Bring any location and any light into the studio – for car, product and talent stills.



01

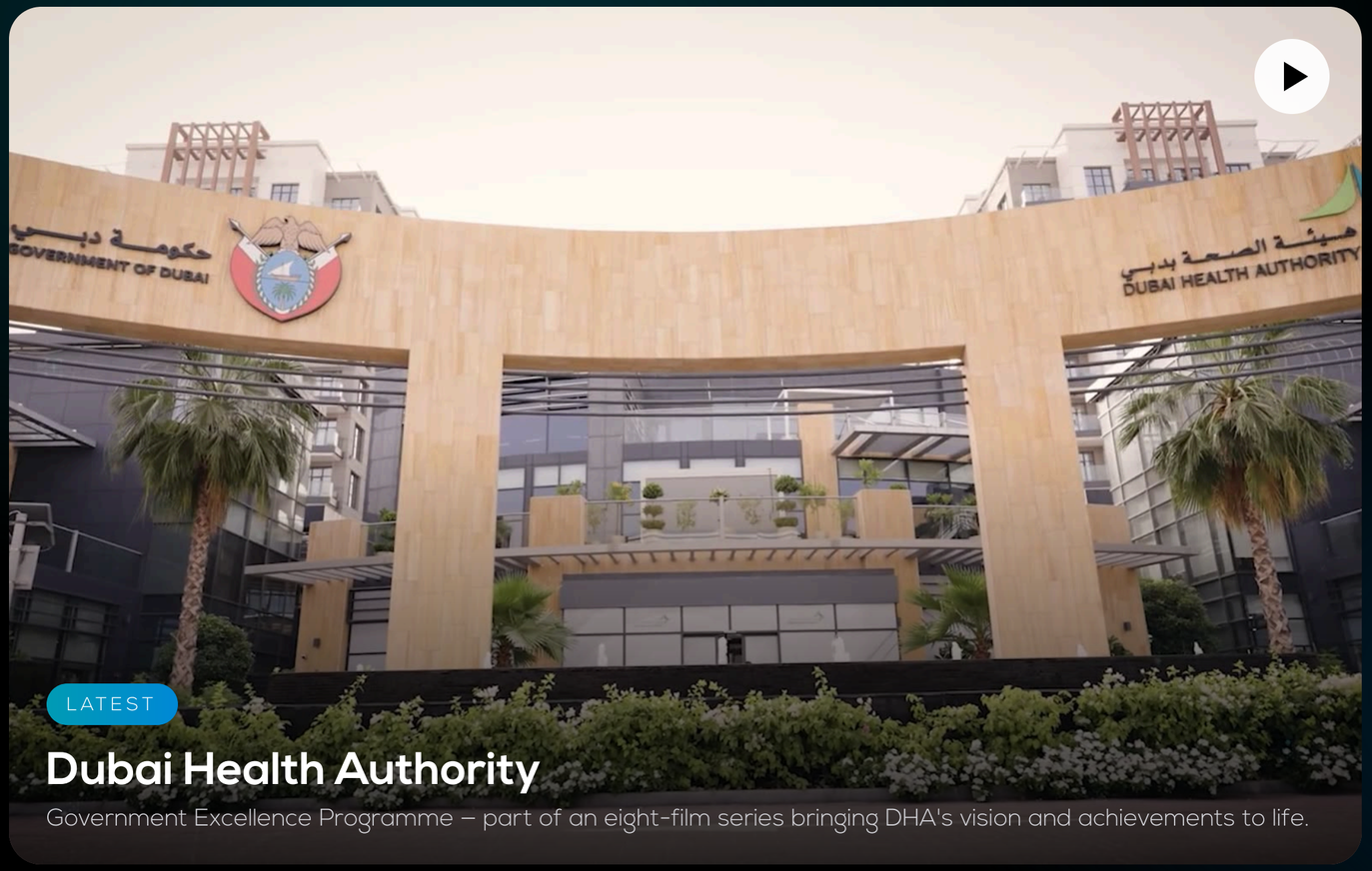
FILM & MEDIA PRODUCTION

Your brand, on screen at its very best.

LATEST PRODUCTIONS

Films that move people.

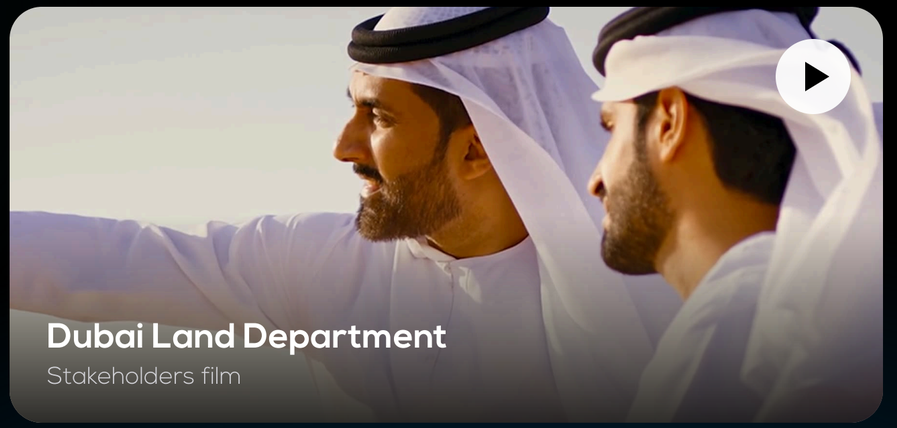
Full showreel on Vimeo ›



LATEST

Dubai Health Authority

Government Excellence Programme – part of an eight-film series bringing DHA's vision and achievements to life.



Dubai Land Department

Stakeholders film



Galadari Brands

AI event film



American Hospital

Ramadan TV commercial

TAP ANY FILM TO WATCH

PRODUCTION

From script to final cut.

Comprehensive solutions for content creation and storytelling – on set and on location, across the UAE, the GCC and the United States.

Pre-production	Scriptwriting, storyboards, location scouting, casting
Production	Cinema cameras, stabilisers, lighting and experienced crews
Formats	Corporate films, commercials, documentary, social
Animation	2D, 3D and motion graphics















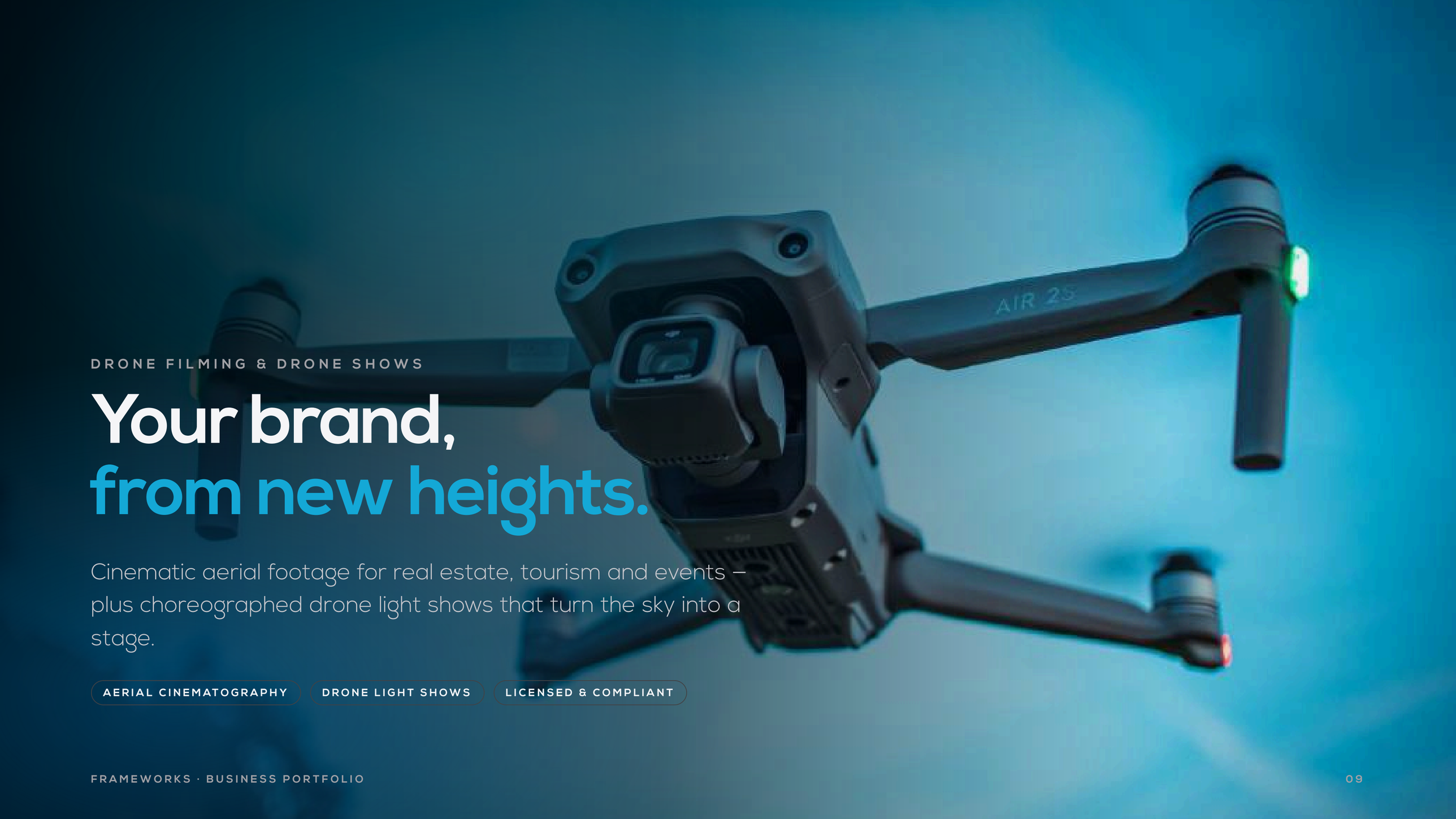
POST-PRODUCTION

Where it all comes together.

Our post studio in Dubai finishes every frame to broadcast standard.

Editing	Story-first cuts for every platform
Colour grading	From LOG to a signature look
Sound design	Mix, effects and original score
VFX	Clean-up, compositing and effects

Adobe Creative Suite · DaVinci Resolve · Autodesk · Unreal Engine



DRONE FILMING & DRONE SHOWS

Your brand, from new heights.

Cinematic aerial footage for real estate, tourism and events – plus choreographed drone light shows that turn the sky into a stage.

AERIAL CINEMATOGRAPHY | DRONE LIGHT SHOWS | LICENSED & COMPLIANT

02

I-IMAGINE.AI · AI BY FRAMEWORKS

Imagine anything.

AI-generated media, intelligent agents and automation that plugs into your business — directed and finished by people who've made films for over two decades.







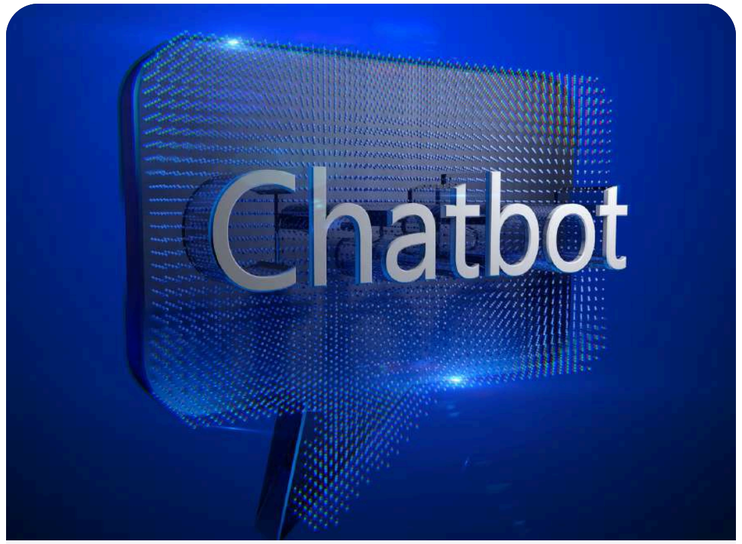
Three ways we put AI to work.

One partner for the creative, the technical and everything that connects them.



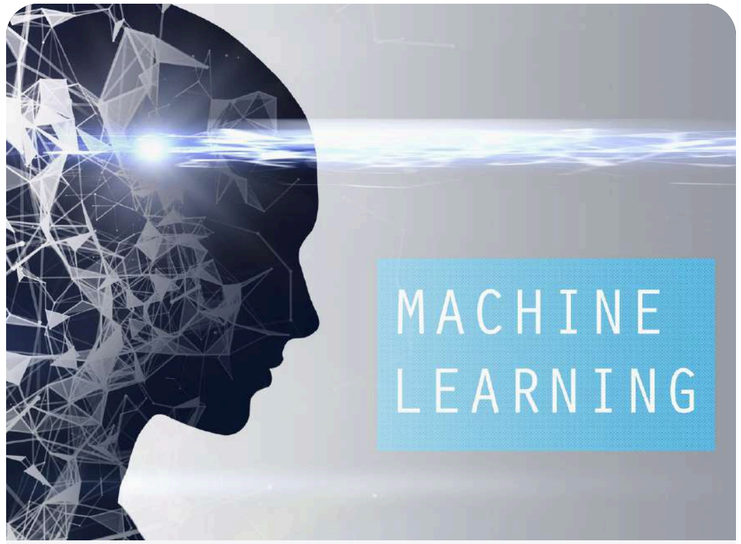
AI Media Production

Films, commercials, avatars, voices and visuals – generated with AI, directed and finished with real craft: script, edit, colour and sound.



AI Agents & Automation

Chatbots, assistants and agents that answer customers, process documents and run your workflows around the clock.



Broadcast & Real-time

Channel branding, real-time and data-driven graphics, templates and virtual sets for newsrooms and live events.

AI MEDIA

See the beyond.

AI makes video faster, smarter and more personal. We pair it with real craft so it still feels like cinema.

Video & commercials	Spots made in days, not weeks
Avatars & presenters	A face for every message
Voice & dubbing	Arabic, English and more — native-reviewed
Key visuals	Concept art, storyboards, product shots
Personalised video	One film, a thousand versions

AUTOMATION & INTEGRATIONS

Works while you sleep.

Agents & chatbots	WhatsApp, web, Telegram, Messenger
Workflows	n8n, Make, Zapier, Power Automate
Your systems	Microsoft 365, Google Workspace, Salesforce, HubSpot, Zoho
Models	Claude, OpenAI GPT, Google Gemini, Llama, Mistral
Data	Power BI, Google Sheets, SQL dashboards

We use what we sell.

Our own website, marketing and the brand below run on the same AI pipeline we build for clients.

CASE STUDY · A FRAMEWORKS COMPANY

SoulStone. 100% AI-made media.

Our own handmade natural-stone jewelry brand, with stores at Alserkal Avenue and Al Habtoor City in Dubai and a growing presence in Florida. Every model shot, product scene, social post and reel it publishes is created by our AI automation.

100%
AI-generated imagery & reels

2
Retail locations in Dubai

UAE+US
Markets served

@my.soulstone on Instagram ›





03

EVENTS & EXPERIENCES

Events, designed and delivered.

EVENTS

From creative plan to flawless show.

Corporate conferences, product launches, government summits and entertainment shows – from creative planning and AV to execution and live streaming.

Events production

Creative, technical, logistics and real-time show flow.

Exhibition stands

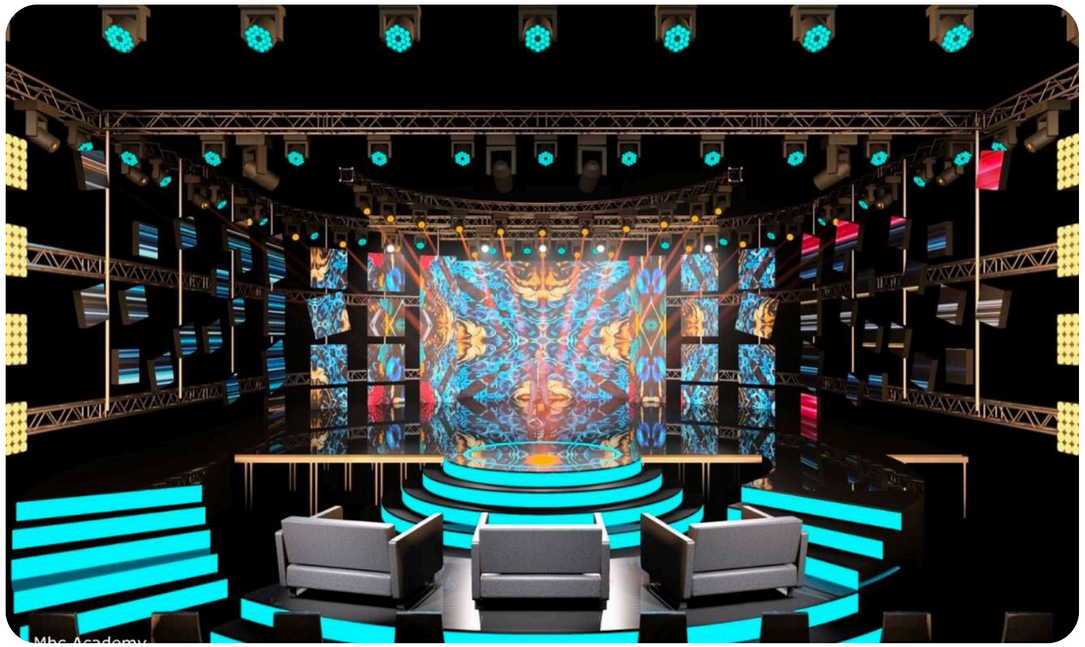
Concept, 3D design, build, install and dismantle.

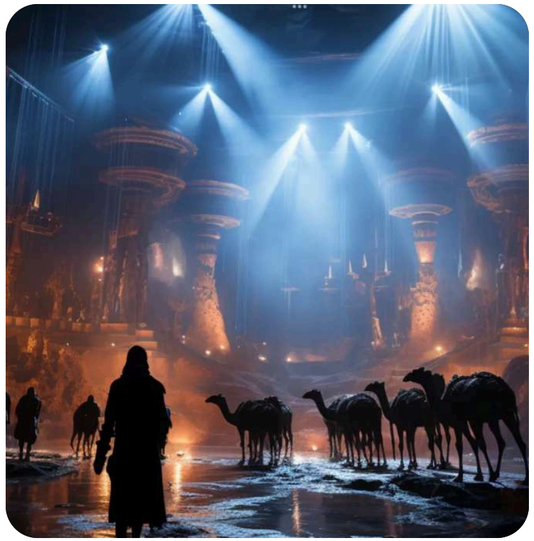
Immersive experiences

Stages, sound and stories audiences step into.

Media & live streaming

Multi-camera coverage, streamed to every platform.







A stand that welcomes.

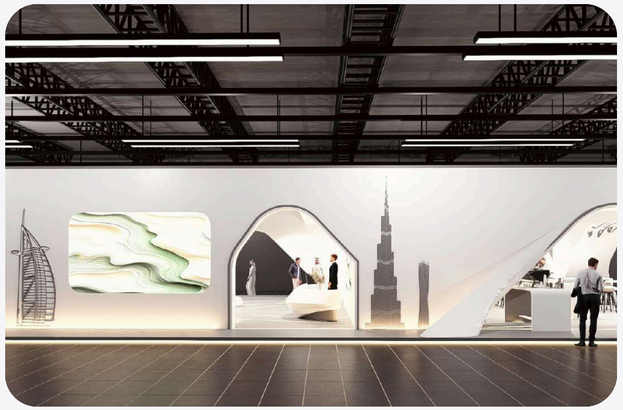
Design, supply and installation of a 23 × 15 m exhibition stand, 4 m high – paint finish and flooring, 4 × 55" touchscreens, LED wall with media server, spot and tracking lights, cladding, furniture, full installation and dismantling.









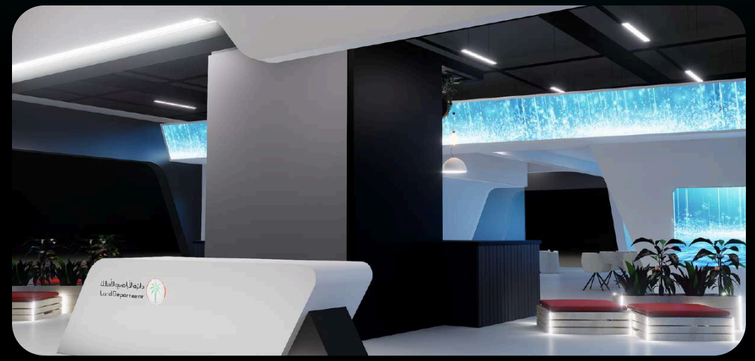


Bold lines. Big screens.

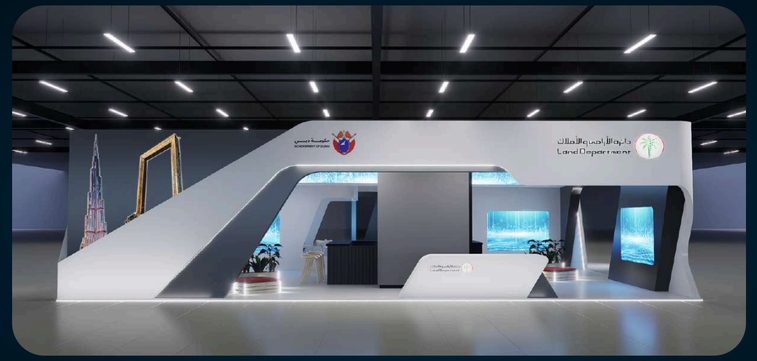
A 23 × 15 m stand built around a cinematic LED wall, touchscreen experiences and a dedicated presentation theatre for the International Property Show.











Stands with a broadcaster's flair.





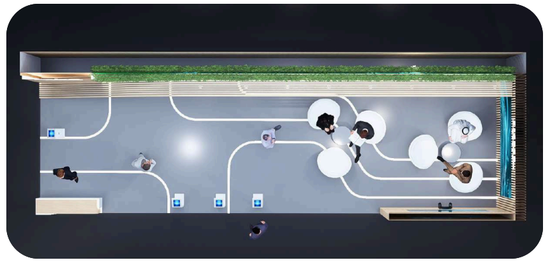




MBC · FOMEX Stand 2024

Flowing forms and colour that echo the network's on-air identity.





MBC Group Stand · Libya

An immersive LED journey with interactive stations and a living green wall.

MBC ACADEMY · FINALE 2024

A stage that never sits still.

Kinetic LED cube, mirrored screens and a full stage design – from 2D concept and truss plans to show night.



MINISTRY OF CULTURE · KSA · 2024

Symphony of the Beginning.

An immersive desert journey for the Year of the Camel — dunes, oasis and light, designed as a walk-through story.

IMMERSIVE EXPERIENCE SPATIAL DESIGN











ARAB SUMMIT · RIYADH 2024

Designed for heads of state.

Hall and plenary design for one of the region's highest-level gatherings — protocol, prestige and every detail in its place.

04

DESIGN & BRANDING

Identities that last.

Logos, brand guidelines, editorial design and campaigns for government entities and growing brands.



Emirates Medical Association
Logo & brand guidelines



Sultan Bin Khalifa Thalassemia Award
Logo & brand guidelines



ELT Trading
Logo & branding

Words, well dressed.



DHA Strategy Book 2014–2018
Dubai Health Authority · Concept & editorial design



Reporters' Guide
Reporters Training & Production · Editorial design

Editorial
Strategy books, guides and annual reports

Presentations
Static & animated business decks

Translation
Technical, media & web – SEO-ready

05

VIRTUAL PRODUCTION FOR STILLS · POWERED BY GYBOW

One studio.
Every location.

Image-based lighting brings perfect light and reflections inside the studio – full control of lighting, reflections and locations in one device. The perfect link between reality and CGI for stills.

1
Set your camera angle

2
Set a 30-second exposure

3
Adjust the light painting

4
Trigger the camera



30 SECONDS PER SHOT

VIRTUAL PRODUCTION

Golden hour, all day.

Natural light like the outdoors, perfect reflections with no gaps, golden hour on demand – for cars, pack shots, interiors and talent.











PHOTOGRAPHY: FELIX ALIBERTI · BENEDICT CAMPBELL · VICTOR JON GOICO · GYBOW



06

FOUNDER & MANAGING DIRECTOR

Mohanad Al Khairy

A globally recognised creative leader with over 22 years in media and production. His award-winning work with MBC Group and Al Arabiya News includes the acclaimed US Election 2016 coverage, built with Vizrt, Spidercam and real-time graphics.

He serves on the juries of Dubai Lynx, Promax BDA and Promax India, and is a speaker, author and business leader – bilingual in English and Arabic.

Promax Global Excellence

New York, 2015 – Al Hadath "As It Happens"

Best Business Leader

MENAA Awards 2018, Burj Al Arab

Promax India Jury

Jury board, 2022 and 2023

"A good business leader is only as good as his team's last job."

LEADERSHIP

The people behind the show.



Ram Nath

Head of Events

A decade of world-class experiences for broadcast, music and entertainment – event curation, show calling, 3D experiential design and large-scale venues. MA Media Management, Middlesex.



Helmi Ahmad

Creative Director · Show Director

15 years and 100+ on-air productions: head of MBC Group corporate events, Riyadh Season 2.0 broadcast, Formula 1 Jeddah ceremonies, concerts for Yanni and John Legend.



Layal Watfeh

Composer · Events Sound Designer

Winner of 11 international awards, including Global Music Awards and Hollywood Music in Media 2018. Scores for TV, film and advertising across the Middle East, the US and the UK.



Kamiran Kanjo

Show Caller

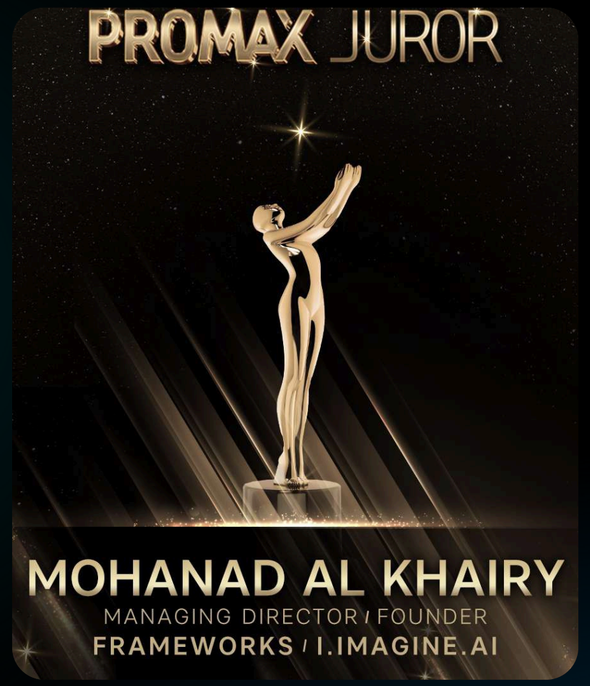
Drama director and event specialist behind COP28 Dubai Expo, the World Utilities Congress and launches for Audemars Piguet and BMW, plus conferences for DEWA and EMPOWER.

AWARDS & RECOGNITION

People are talking.

We don't like to brag — but the industry has noticed.

2015	Promax BDA Global Excellence — New York
2018	MENAA Best Business Leader — Burj Al Arab
2022	Promax India Awards — Jury Board
2023	Promax India Awards — Jury Board
Jury	Dubai Lynx · Promax BDA Excellence Awards



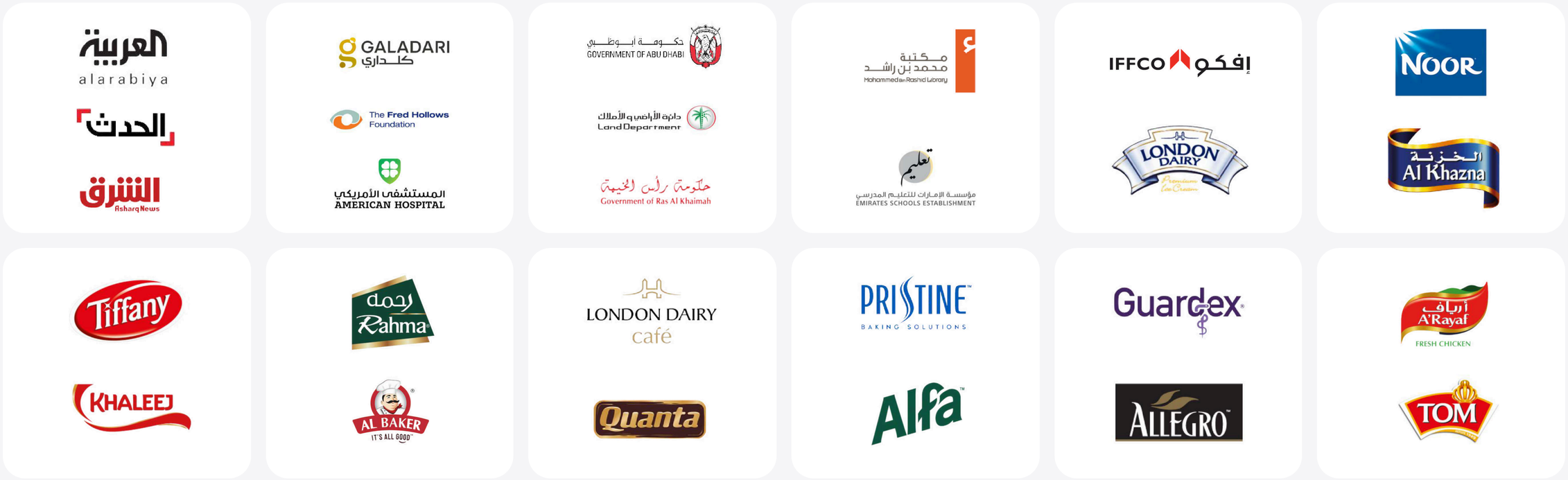




07

TRUSTED BY

Governments, broadcasters and brands.



Also: Dubai Health Authority · Dubai Land Department · MBC Group · Shahid · TikTok · Ministry of Culture, KSA

LET'S TALK

Let's make something worth watching.

From Dubai to Tampa – tell us about your project. We'll get back to you within a day.

DUBAI, UAE
+971 50 988 6333

TAMPA, FLORIDA, USA
+1 407 279 7482

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fwdxb.com/ai · i-imagine.ai

Vimeo Instagram LinkedIn

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