

# HOUSE OF PACKSHOTS

## COMPANY PROFILE

**FOUNDING YEAR:** 1979

**MANAGEMENT:** PROF. HANS-JOACHIM BERNDT

**LOCATION:** BERLIN

**STAFF:** FOR DEVELOPMENT, STORYBOARD, SCRIPT,  
OVER ALL CONCEPT, DIRECTING, REALISATION, POSTPRODUCTION  
ORGANISATION, CASTING, TECHNICS, SET-CONSTRUCTION, EDITING,  
DUBBING, PROJECT MANAGEMENT, PROJECT RELATED ADMINISTRATION

**PRODUCTION:** COMPANY VIDEOS, TV - COMMERCIALS, INFOMERCIALS, CINEMA  
COMMERCIALS, INTERACTIVE MULTI-MEDIA APPLIANCE, BUSINESS TV,  
ECONOMY-, INDUSTRY FILMS, DOCUMENTATIONS,  
EDUCATIONAL- AND MOTIVATION PROGRAMS, TV-GAMES AND –  
SERIES, FEATURE FILMS, VIDEO-PROGRAMS, MUSIC-VIDEOS,  
WEB SOLUTIONS, IPTV, ETC.

**STUDIOS:** STUDIO I: 40 M X 20 M X 8,0 M  
STUDIO II: 18 M X 12 M X 7,0 M  
EACH APPOINTED WITH OFFICE, MAKE-UP ROOM, WARDROBE.  
SET-CONSTRUCTION DEPARTMENT, PROPS- AND COSTUME FUND

**TECHNICS:** 13 X 35 MM CAMERAS (ARRI/MITCHELL/EYMO)  
1 X 16 MM SR HS 3  
3 X SONY DIGITAL BETACAMS  
2 X CANON XL1s DV COMPLETE ACCESSORIES  
1 X SONY HD Z1  
SPECIAL LENSES  
SUPERSCOPE COMPLETE  
LIGHT- AND GRIP EQUIPMENT  
40 T. GRIP TRUCK  
CAMERA TRUCK  
DIGITAL SOUND EQUIPMENT + ISDN APTX + RECORDING STUDIOS  
3 DIGITAL AVID-EDITING SYSTEMS/MC 8000/3D FULL EQUIPPED  
COMPLETE VIDEO-EQUIPMENT  
QUANTEL HENRY INFINITY V9 (4 HRS. MEMORY)  
COMPUTERISES PRODUCTION IN ALL DEPARTMENTS  
2 X APPLE MAC PRO CTO 8-CORE + 2 TB HARD DISK

# HOUSE OF PACKSHOTS

## THE 10 MOST IMPORTANT REASONS, TO WORK WITH HOP:

### **1. REASON OF EXPERIENCE.**

SINCE FOUNDATION, MORE THAN 9.500 CINEMA- AND TV SPOTS AS WELL AS INDUSTRY FILMS WERE PRODUCED. IN THIS TIME, EVERY IMAGINABLE KIND OF PROJECT WAS TAKEN CARE OF. FOR EXAMPLE WE KNOW EXACTLY HOW TO REALISE A 5.000 EURO STUDIO SHOOT AND ITS BROADCAST WITHIN 48 HOURS AS WELL AS THE PRECISE ORGANISATION OF A 15 MILLION EURO SHOOT WITH A CREW OF 150 PEOPLE IN THE DESERT OF NEVADA. TO MAKE A LONG STORY SHORT: HOP IS NOT ONLY ONE OF THE BEST, IT IS AS WELL ONE OF THE MOST EXPERIENCED FILM PRODUCTIONS.

### **2. REASON OF QUALITY.**

CONCERNING THE QUALITY OF OUR FILMS AND SPOTS, YOU SHOULD TEST US WITH THE HIGHEST RULES AND MEASURES. WE RECOMMEND, ASKING OUR COMPETITORS AND COLLEAGUES: THEY ASSIGNED OUR FILMS AND SPOTS IN THE LAST YEARS WITH OVER 380 NATIONAL AND INTERNATIONAL AWARDS, SO WE ARE THE MOST PRIZE AWARDED FILM PRODUCTION IN EUROPE.

### **3. REASON OF PERSONNEL.**

WORKING WITH HOP, YOU WORK WITH A CREW OF PROFESSIONALS (TO RANGE FROM LINE-PRODUCER TO POST-PRODUCTION-EDITOR). OUR CREW IS WELL REHEARSED IN THIS WAY WE AVOID COMMUNICATION PROBLEMS AND INTERNAL FRICTIONAL LOSS. AS WELL, AND FOR YOU MOST IMPORTANT, A PERMANENT HIGH QUALITY STANDARD IS WARRANTED.

### **4. REASON OF COMPLETE EQUIPMENT.**

HOP IS ONE OF THE BEST TECHNICALLY EQUIPPED FILM PRODUCTION COMPANY IN EUROPE. FROM DIGITAL AVID EDITING SUITES TO VTR MASTERING BY QUANTEL AND APPLE 8-CORE WE HAVE EVERYTHING IN HOUSE, WE NEED FOR QUICK AND UNPROBLEMATIC REALISATION OF YOUR FILMS.

### **5. REASON OF QUICKNESS.**

USING OUR OWN EQUIPMENT, STUDIOS AND WELL REHEARSED CREW, WE ARE EVEN ABLE TO REALISE PROJECTS THAT ARE ACTUALLY NOT ANYMORE REALISABLE.

### **6. REASON OF FLEXIBILITY.**

THERE IS PRACTICALLY NO EQUIPMENT WE DON'T HAVE IN HOUSE. THEREBY IT IS NO PROBLEM FOR US TO ORGANISE A DOLLY OR ADDITIONAL LIGHT EQUIPMENT, SO WE CAN AVOID WAITING TIME, WHICH CAN CAUSE ADDITIONAL COSTS.

### **7. REASON OF HIGH SALES VOLUME.**

THE OUTCOME OF OUR FILMS, IS INDICATED BY EMPTY SHELVES IN SUPERMARKETS OR HIGHER SALES, THAT SPEAK FOR THEMSELVES: FERRERO, MÜLLER-MILCH, HIPPI, WEISSER RIESE, DEINHARD, MERCEDES, MARLBORO, GORE-TEX, ETC.

### **8. REASON OF INTERNATIONALITY.**

HOP HAS OFFICES IN COLOGNE, BARCELONA, MIAMI AND HAVANA. THIS MINIMIZES THE VENTURE OF A SHOOT ABROAD FOR YOU, BECAUSE WE ARE FAMILIAR WITH INTERNATIONAL PRODUCTIONS: WE HAVE CREWS LOCALLY, WE KNOW THE LOCATIONS (EVEN IN SOUTH AFRICA ARE RAINY SPOTS) AND WE KNOW HOW TO BYPASS THE ADMINISTRATIVE PERFDIES. IN THE END, WE WANT TO CONCENTRATE ON THE SHOOT AND DON'T WANT BE BOTHERED HOW TO GET YOUR PRODUCT OUT OF THE CUSTOMS FOR THE PACKSHOT.

### **9. REASON OF CONSISTENCY.**

LIKE MANY OF OUR CLIENTS, WE ALSO SELL A BRAND PRODUCT. IT IS CALLED: HOUSE OF PACKSHOTS. AS ANY BRAND PRODUCT, HOP STANDS FOR CERTAIN VALUES. THIS CONTAINS THE PERMANENT HIGH QUALITY OF OUR FILMS AS WELL AS THE FINANCIAL RELIABILITY. THIS RELIABILITY PAYS OFF FOR YOU AS WELL, BECAUSE YOU ALWAYS HAVE THE WARRANTY TO GET YOUR FILM.

### **10. REASON OF CONFIDENCE.**

IF YOU TAKE THE TIME, TO LOOK AT THE LIST OF OUR CLIENTS, YOU WILL SEE IT APPEARS LIKE A WHO-IS-WHO OF GERMAN INDUSTRY. ALMOST EVERY BIG BRAND IS REPRESENTED: FROM A LIKE ASBACH URALT, TO Z LIKE ZEWA. WE FEEL CONSTRAINED TO OUR CLIENT AND TO THE BRAND. CONFIDENCE IN SUCH A RATE DIGNIFIES US AS WELL AS IT IS AN OBLIGATION TO ALWAYS ENHANCE QUALITY

# HOUSE OF PACKSHOTS

WE PRODUCED OVER 9.500 FILMS FOR THE FOLLOWING CLIENTS:

ADIDAS AEG AEROSAIL AGFA AKAI ALLIANZ AMEXCO ANALYTIC JENA AOL ARCH FOUNDATION  
ARIOLA ASBACH ASCLEPION AG BÄRNANGE BAHLSEN BALLANTINE'S BARTH BAYER AG  
BAUKNECHT BAYERNWERK BELMONDO BEIERSDORF AG BERENTZEN B/S/H/ BERRY LONG  
BLENDAX BINDING BOLS BOSCH BOSS BRAUN BRIGITTE BURDA BURGER KING BUNDESAMT FÜR  
NATURSCHUTZ BUNDESMINISTERIUM FÜR UMWELT UND REAKTORSICHERHEIT BUTTER/CMA  
BVR-BANKENWERBUNG CANDEREL CANDY & COMPANY CAPRI SONNE CAREFREE CHAMBOURCY  
CHAPPI CHILLYTIME COCA COLA COMPAC GRAND SLAM CUP COOP COSMOS DIREKT  
COSMAOPOLITAN COSMETICS DAB DAIMLER CHRYSLER DAIMLER BENZ DE BEUKELAER  
DEINHARD DEUTSCHES ROTES KREUZ DEUTSCHE BAHN AG DEUTSCHE BUNDESPOST WORLD  
NET DG BANK DICKMANN'S DINO MUSIK DR.KOCH'S DRESDNER BANK AG DEUTSCHE BANK AG  
DÜRR AG ELLEN BETRIX EICHBAUM ETIENNE AIGNER FENJAL FERRERO OHGMBH  
FEUERSOZIELTÄT FISCHERTECHNIK FREIBERGER BRAUEREI FRUIT OF THE LOOM GARD GEHA  
GERVAIS DANONE GFS GILLETTE GLOBAL FUTURES FUNDS GORETEX GÖTTINGER GRUPPE  
GRAMMER AUTOMOTIVE AG GRANINI GRUNDIG GRAN DORADO GROUP GRUNER + JAHR HACKER  
PSCHORR HANNEN ALT HARZINGER HENKEL KGAA HIPPI H.I.S.-JEANNS HYPO BANK  
HUTSCHENREUTER GROUPO IBEROSTAR ISPR IMMOBILIENSCOUT JACOBS SUCHARD  
JAHRESZEITEN VERLAG JVC JUGENDINITIATIVE 2000 KALTENBERG BRAUEREI KARAMALZ  
KATJES-FASSIN KAUFHOF KKB/CITY BANK KINDER COUNTRY KINDER SCHOKOLADE KNACK &  
BACK KONSUL KROMBACHER BRAUEREI KREATIVE FÜR KINDER KRONE – BAT KRUPS K – TEL  
KUNERT LADA LANGNESE LEVER AG L + M LÖWENBRÄU LOTTO L'OREAL LTU MAGGI MARLBORO  
MC DONALD'S MC PAPER MERCEDES BENZ MERZ MESSE DÜSSELDORF MESSER GRIESHEIM  
MDR MILRAM MM SEKT MOBIL DIREKT MOLKEREI MÜLLER MON CHERI HAMBURGER  
MORGENPOST MOTORPRESSE VERLAG MTV MULTI 100 NESCAFÉ NINTENDO NORDMENDE  
NORDWESTRING NÜRNBERGER VERSICHERUNG OETKER OIL OF OLAZ OLYMPUS OPEL OTTO  
VERSAND PAL PANASONIC PAUL-SOLING-FOUNDATION E.V. PARTNER FÜR BERLIN PAULANER  
PATTEX PELIKAN PEPSI COLA PFANNI PHILIP MORRIS POSTBANK PORSCHE PREMIERE PROCTER  
& GAMBLE PUMA RAMA REEBOK REEMTSMA RENAULT REWE RICHARDSON ROLAND BERGER  
ROTH HÄNDLE SALOMON SANDEMANN SIEMENS AG SEVENS SPOTS FOR NATURE FOUNDATION  
E.V. SCHNEIDER WEISSE SCHÖLLER SCHWARTAUER WERKE SECUMED SELTERS SGS SFB  
SHARP SIEMENS SILKIENCE SIXT SPAR SPARKASSENVERBAND SPORTING CLUB BERLIN  
SNICKER'S STIEBEL ELTRON SÜDDEUTSCHE ZEITUNG SÜDZUCKER SUCHARD TCHIBO TELEKOM  
AG TOYOTA TRIUMPH UREICH VEREINTE VERSICHERUNG VITA AG VW WEISHAUPT WILKINSON  
WINSTON WRIGLEY'S ZEW

# HOUSE OF PACKSHOTS

OVERVIEW OF AWARDS, PRIZES AND HONOURS WE GOT FOR OUR PRODUCTIONS:

ART DIRECTORS CLUB/ GERMANY	1	GOLD
	9	SILVER
	11	BRONZE
	43	HONOURS
ART DIRECTORS CLUB/ SWITZERLAND	3	SILVER
ART DIRECTORS CLUB/ EUROPE	1	HONOURABLE MENTION
BERLINER KLAPPE	2	PRIZE OF HONOUR BY SENATE
	10	GOLD
	14	SILVER
	10	BRONZE
	4	HONOURS
CLIO NEW YORK	8	GOLD
	10	PREDICATE "ESPECIAL VALUABLE"
DEUTSCHER FILMPREIS	1	NOMINATION / ABSCHIED V. AGNES
	1	PRIZE FOR BEST CAMERA 95
GERMAN SHORTFILM HONOURS	1	PREDICATE "ESPECIAL VALUABLE"
	2	PREDICATE "VALUABLE"
1.ST GERMAN SEGELFILM FESTIVAL	1	GOLD
	1	HONOUR
13.TH GERMAN COMMERCIALFORUM	3	GOLD
	4	SILVER
	5	BRONZE
EPICA	1	HONOUR
GOLDEN AWARD OF MONTREUX	1	GOLD
	1	HONOUR
INTERN. FILM & TV FESTIVAL NEW YORK	2	GOLD
	2	SILVER
	2	BRONZE
	11	HONOURS
INTERN. MUSIC VIDEO COMPETITION TOKIO	2	HONOURS
INTERN. ADVERTISING FESTIVAL CANNES	3	GOLD
	7	SILVER
	3	BRONZE
	7	HONOURS
	1	DIPLOMA
	2	SHORTLIST
LONDON INTERN. ADVERTISING AWARDS	10	HONOURS
NEW YORK FESTIVAL	2	GOLD
	2	BRONZE
	1	SHORTLIST
TELLY AWARD NEW YORK	1	GOLD
THE ANNUAL INTERN. ADVERTISING FESTIVAL OF MONTREUX	2	GOLD
THE ART DIRECTORS CLUB/ NEW YORK	2	HONOURS
US FILM & VIDEO FESTIVAL/ CHICAGO	1	SILVER
VOX AWARD	1	1. PRIZE
	1	3. PRIZE
FILMFEST HAMBURG	1	2. PRIZE

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## FEATURE FILMS

### **1994** "ABSCHIED VON AGNES" / „FAREWELL OF AGNES“

GENRE: FEATURE FILM - DRAMA  
YEAR: 1993  
COUNTRY: GERMANY  
PRODUCTION COMPANIES: OSTFILM / FILMHAUS GMBH  
LENGTH: 100 MINUTES  
AGE: FROM 12 YEARS  
DIRECTOR: MICHAEL GWISDEK  
SCREENPLAY: MICHAEL GWISDEK  
ACTORS: MICHAEL GWISDEK,  
SYLVESTER GROTH U.A.

#### **LOGLINE**

AFTER HIS WIFE DIED, HEINER ISOLATES HIMSELF IN HIS FLAT. HIS ISOLATION IS INTERRUPTED WHEN HE IS BY A EAST GERMAN SECRET POLICE OFFICER. IN THIS CLAUSTROPHOBIC SITUATION, THE CHASER BECOMES THE CHASED. IN THE END IT APPEARS, THAT HIS FLAT WAS CHOSEN ON PURPOSE AND THE ENCOUNTER OF THE TWO MEN IS ONLY THE SECOND HALF OF A CAREFULLY PLANNED REVENGE.

DEUTSCHER FILMPREIS 95 NOMINATION  
DEUTSCHER FILMPREIS 95 PRIZE FOR BEST CAMERA /LOTHAR DRESSEL

### **1996** "PACK MICH" / „GRAB ME“

GENRE: SHORT FILM – COMEDY  
YEAR: 1995  
COUNTRY: GERMANY  
PRODUCTION COMPANIES: HAMBURGER FILMKONTOR / FILMHAUS GMBH  
LENGTH: 14 MINUTES  
AGE: FROM 12 YEARS  
DIRECTOR: LENARD F. KRAWINKEL  
SCREENPLAY: CLAUDIA WIESMANN,  
LENARD F. KRAWINKEL  
ACTORS: LENARD F. KRAWINKEL, JALE ARIKAN,  
NADJA BRUNCKHORST, IRM HERMANN.

#### **LOGLINE**

EMIL IS SUPPOSED TO WHISPER DIRTY LITTLE THINGS IN HIS GIRLFRIEND'S EAR, EVEN THOUGH HE CAN'T EVEN MOAN. SO THE YOUNG ACTOR STARTS TO REHEARSE IN EVERY SITUATION IN LIVE TO MAKE LEONIE HAPPY.

PREDICATE: ESPECIAL VALUABLE

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## 1998 "IM AUFTRAG DES HERRN" / „IN MISSION FOR THE LORD“

GENRE: SHORT FILM – COMEDY  
YEAR: 1997  
COUNTRY: GERMANY  
PRODUCTION COMPANY: FILMHAUS GMBH  
LENGTH: 20 MINUTES  
DIRECTOR: DENNIS GANSEL  
SCREENPLAY: DENNIS GANSEL, MAGGIE PEREN  
ACTORS: DENNIS GANSEL, MAGGIE PEREN,  
KRISTOFF BECKER, BUTZ BUSE

### LOGLINE

IN THE MIDDLE OF THE SUMMER, FOUR BIZARRE FIGURES MEET ON A BAVARIAN COUNTRY ROAD. THREE OF THEM ARE MOBSMEN AND IN THE END WE WILL SEE WHO HAS THE BEST MASQUERADE AND THE BEST TRICKS.

PREDICATE: ESPECIAL VALUABLE

## 2008 "SIR ARTHUR C. CLARKE – DIE REISE ZU DEN RECHTEN"

GENRE: SHORT FILM - DOCUMENTARY  
YEAR: 2008  
COUNTRY: DEUTSCHLAND  
PRODUCTION COMPANY: HOUSE OF PACKSHOTS GMBH  
REFERENZFÖRDERUNG: FFA  
LENGTH: 18 MINUTEN  
FSK:  
DIRECTOR: HANS-JOACHIM BERNDT  
SCREENPLAY: ARTHUR C. CLARKE, HANS-JOACHIM BERNDT  
CHRISTIAN KLEMKE  
ACTORS: SIR ARTHUR C. CLARKE, UVA.

### LOGLINE

THE AUTHOR ARTHUR C. CLARKE (2001/STANLEY KUBRICK) WAS BORN IN ENGLAND ON DECEMBER 16<sup>TH</sup>, 1917. HE WROTE SEVERAL WELL-KNOWN BOOKS ON TOPICS CONCERNING SCIENCE AND COMPUTERS. HE ALSO WROTE THE BOOK "THE NINE BILLION NAMES OF GOD". SOME OF THE FILMING RIGHTS FOR THIS BOOK WERE HELD TO SOME EXTENT BY MAYOR AMERICAN FILM PRODUCTION STUDIOS. AND CONTRACTUAL DETAILS COVERING THE FILMING RIGHTS FOR THE BOOK COULD NOT BE RETRIEVED AT THOSE STUDIOS. ARTHUR C. CLARKE HAS POLIO AND IS THEREFORE BOUND TO A WHEELCHAIR. WE CONCLUDED THEREFORE THAT PERHAPS THE BEST WAY TO GET AN APPROVAL ON THE FILMING RIGHTS AND ALSO SOME BACKGROUND INFORMATION ON THE STORY WOULD BE VISIT TO ARTHUR C. CLARKE IN COLOMBO. FOUR YEARS PASSED IN WHICH THE DATE SET FOR THE INTERVIEW WAS POSTPONED OVER AND OVER AGAIN. UNFORTUNATELY SIR ARTHUR C. CLARKE PASSED AWAY, ONE WEEK BEFORE OUR ARRIVAL IN COLOMBO FOR THE INTERVIEW...

# HOUSE OF PACKSHOTS

OUR PHILOSOPHY:

THE BEST NEVER COMES EASY