



SALON FILMS (H.K.) LTD.

Our Background 沙龍概覽

Founded in 1959, Salon Films is undoubtedly one of the longest established and the most recognised film production companies in Asia. Started as a Hong Kong-based company, we have expanded our presence to not only major cities in China, including Beijing, Shanghai, Guangzhou and Macau, but also other key metropolitan cities in Asia, such as Kuala Lumpur, Bangkok and Manila. The production of *The World of Suzie Wong* in 1959 marked our entrance into the international movie arena. Ever since, we have been the pre-eminent choice for most filmmakers to partner with in the region; countless globally successful movies like *Indiana Jones & The Temple of Doom*, *Platoon*, *Rambo III*, *Rush Hour I & II*, *Ultra Violet*, *The Forbidden Kingdom* and etc. were either produced or partially involved by Salon Films.

創立於 1959 年的沙龍電影無疑是亞洲歷史最悠久、最知名的電影製作公司。我們紮根香港，足跡遍及多個中國城市，包括北京、上海、廣州和澳門；亦立足於吉隆坡、曼谷和馬尼拉三個亞洲主要城市。《蘇絲黃的世界》(1959) 是我們涉足國際電影界的里程碑。自此，沙龍成為了深受國際電影人信賴和揀選的亞洲攝製伙伴。沙龍過往製作和參與過的國際鉅片數之不盡，當中包括《奪寶奇兵 II》(即：魔宮傳奇)、《殺戮戰場》(即：前進高棉)、《第一滴血 3》、《火拼時速 1&2》(即：尖峰時刻)、《臥虎藏龍》及《功夫之王》等。

Owning the best and broadest range of equipments, facilities and professionals involving in all stages of production, "To Strive for Excellence" is always the company's chief motto. We venture to suggest that with the elite group of personnel and brilliance we possess, we are absolutely capable of fulfilling any prerequisites or scenarios that are required to execute an extraordinary programme. In fact, ever since we worked on our first motion picture, we have produced everything from internationally acclaimed feature films to even 10 seconds short television commercials.

沙龍電影既具備最佳、最完備的影視設備及專業人才，亦一直秉持「力求卓越」的信念。本著一群幕後精英及卓越才能，任製作要求如何新奇鮮見，不同的題材沙龍都能夠駕馭，締造出客戶心目中想呈現的場面。事實上，由炮製首部電影至今，敝公司的作品範疇早就涵蓋國際級猛片到僅有 10 秒的電視廣告。



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Past Projects and Recent Development

過往作品與近期發展

In terms of commercials production, our clients list spans from a number of prestigious global corporations to a variety of Small and Medium Private Enterprises, for example the Visa Credit Card, BMW, Toyota, British Airway, Disneyland, Sony, HSBC and Maybelline, just to name a few.

我們的廣告客戶多不勝數，由國際品牌到一系列中小企業不等：包括 VISA 信用卡、寶馬汽車、豐田汽車、英國航空公司、迪士尼樂園、新力（即：索尼）、滙豐銀行以及美寶蓮等。

Surely, the company has also worked on abundant of corporate and promotional videos with various government departments and organisations throughout the region, establishing us as one of the most experienced frontrunners among the industry. One would easily be familiar with the wide range of work that our company has produced over the time, for instance “Portal and Gateway”, “Gateway to Future”, “The Colours of Life” video for the Hong Kong Government, which has served as a key feature of Hong Kong’s promotional activities in the overseas for the past couple of years. Other notable achievement includes corporate and promotional videos, as well as commercials for the Hutchison Global Communications, Power Assets (Hong Kong Electric), HKR International Ltd, Jensen & Co Ltd, Chinese Estates Holdings Ltd, The Henderson Group, Hong Kong Airport Authority, Civil Aviation Department, MTRC, Oregon Scientific, and many Announcements of Public Interest (APIs) for various Hong Kong Government Departments throughout the years.

同時，沙龍亦為政府部門和組織製作了不少簡介和宣傳影片，豐富的經驗亦令沙龍在業內領先同儕。在沙龍的作品裏，當中大家比較熟悉的，可能是為香港政府製作的 “Portal and Gateway”、“Gateway to Future” 和 “The Colours of Life” 等宣傳片，在過往一直作為港府在海外宣傳的官方影片。此外，其他顯著成就包括製作企業影片、宣傳片以及電視廣告，客戶羅列如下：和記環球電訊、電能實業（香港電燈）、香港興業集團、捷成洋行、華人置業集團、恆隆集團、香港機場管理局、香港民航處、香港鐵路有限公司(MTRC)、歐西亞環球有限公司，以及許多香港政府的宣傳片（Announcements of Public Interests, APIs，亦即公益廣告）。



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Significant emphases on future developments and social responsibilities are also placed upon the company's objectives. Currently, the company is not only involved in the production of films, television programmes and commercials, but also committed in developing S3D technologies and Full Dome Projection programmes. On top of that, Salon Films is also managing a film development fund on behalf of the Media Development Authority (MDA) from Singapore and constantly looking to develop additional film funds or cooperation alliances between different regions and countries, in the hope of benefiting the media industry on the whole. Communally, Salon Films is always dedicated to nurture new, young and talented individuals by continually offering internships and training programmes to local, even foreign, institutes or apprentices. Such are the grandeur and comprehensiveness Salon Films enjoys.

展拓將來和回饋社會亦是沙龍的使命之一。沙龍除了製作電影、電視節目和廣告之外，亦開發媒體技術，包括 S3D 技術以及天幕影院。此外，沙龍電影亦正協助新加坡媒體發展管理局(MDA)管理其電影發展基金，同時亦不斷開拓新的電影融資途徑，致力促成國際和區域合作，建立製作聯盟，祈望整個媒體業得以蓬勃發展。沙龍電影亦一直致力培養和提攜年輕有為的新人並提供實習機會和專業培訓課程予本地、海外、學院學生或者學徒。這些都是沙龍一向秉持並引以為豪的事。

Specifically in regards of Macau, after achieving much-celebrated success in Hong Kong for many years, Salon Films noticed the sustained development and the market of Macau, thus setting up the Macau office in the year of 2008, in the aim of building up a comprehensive and delicate media industry in Macau. In fact, it was a pioneering vision and Salon Films was among the first multi-media production companies that had established themselves in Macau.

憑藉在香港多年的成績和信譽，沙龍電影於 2008 年在澳門成立分公司，抓緊當地市場不斷發展的機遇，亦期望可以帶動澳門媒體業走向全面和進化。而事實上，沙龍電影亦是首家在澳門落地的境外多媒體製作公司，可見當時的決定甚具前瞻。



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Throughout the past few years, Salon Films has been taking up responsibilities to produce countless promotional campaigns for an assortment of Macanese authorities, for instance the Macau Environment Protection Bureau, Macau Government Information Bureau, The Legislative Assembly of the Macao Special Administrative region, Macau Trade and Investment Promotion Institute and etc., Assembly (For detailed list of Job Portfolio, please refer to Appendix), but most notably was perhaps the campaign with the Macau Government Tourism office. In 2007, Salon Films produced a promotional video for the Tourism Office called “Experience Macau”, not only did it advertise Macau in an unprecedented scale, the video itself has won a series of well-recognised awards, including the Gold Award at the 19th Annual International Galaxy Awards, Platinum Remi Award at The Houston International Films Festival and a Silver Award at the Telly Awards.

近年，沙龍電影與澳門政府部門在宣傳製作上絕對是合作無間，譬如澳門環境保護局、澳門政府新聞局、澳門特區立法會、澳門貿易投資促進局等等（更多過往作品詳見附錄），其中又以澳門旅遊局的合作最為引人注目。2007 年，沙龍為該局炮製了以 “Experience Macau” 為題的大型廣告，規模前所未見，除了成功展露澳門的獨特魅力，更贏得一系列知名獎項，包括在第 19 屆年度國際銀河大獎中榮獲金獎，休士頓國際影展中獲得白金雷米獎以及紐約特勒電視節（又稱泰利獎）中的銀獎。



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The Specialty and Strength of Salon Films

沙龍的優勢與實力

Salon Films currently employs one of the largest pool of full-time creative, production and technical staff in Hong Kong and Macau with 100 permanent staffs specialised in different production roles, including not only creative personnel in the pre-production stage like art directors, graphic designers, writers, researchers and etc.; but also directors, executive producers, account executives, production managers, cinematographers, camera assistants, grips, gaffers, soundmen, production assistants and so on; as well as post-production team composed of members like post-production supervisor, senior editors, sound designers, and computer generated image designers. Most of all, all these staffs are extremely talented and experienced in producing comparable projects, which ensure that smooth production processes, high quality products and serving are always delivered.

沙龍目前擁有香港和澳門兩地最龐大的全職創作、攝製和技術隊伍，由前期創作部 — 包括美術指導、圖像設計、文案、資料撰稿，以至導演、執行監製、客戶經理、製片、攝影師、攝影助理、場務、燈光師、收音師及助理編導等；還有後期製作部，包括後期監製、高級剪片師、音效設計、電腦圖像設計師。他們都是才華洋溢且經驗豐富，令製作過程流暢，作品優質，達您所求。

Being the most established equipment rental company in Hong Kong, Salon Films provides a full range of filming equipments and professionally trained technical staffs versed in operating everything from 35mm to High-Definition Digital Video Cameras. We always seek to maximize our production values and we treat our clients' needs as our first priority, we offer maximum flexibility and availability in all equipments and personnel rentals.

作為香港最資深的器材租賃公司，沙龍電影提供全套電影拍攝器材及受專業訓練的技術人員，從 35mm 到 HD 攝影機無一不能操作。我們追求最頂級的製作價值，亦將客戶的要求置於首位，並提供最靈活可用的器材租賃服務。



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Our post-production department, Salon Multimedia Centre, is a fully equipped and staffed post-production house. In line with the company's mission of incorporating dynamic technological developments and constantly staying ahead of the tide of evolution in this fast-growing and ever-changing area of specialty, this department always seeks to bring together the latest and the best in multimedia technologies. Currently, there are four state-of-the-art computerised off-line editing suites which support both Avid and Final Cut Pro High Definition editing; also on-line editing facilities equipped by After Effect Pro; a well-designed Computer Generated Image (CGI) and Animation Department; as well as a delicate sound studio for sound mixing and recordings of broadcast quality.

沙龍多媒體製作中心是直屬沙龍的後期製作部，器材完備並僱有全職後期人員。公司秉持在科技的迅速發展下，在技術範疇上不斷進步和領先。後期製作部亦時常尋求在製作中應用最新、最好的多媒體技術。目前，中心使用四套新銳的電腦離線編輯套件，可同時支援以 Avid 和 Final Cut Pro 的高清剪輯，及支援 After Effect Pro 的線上編輯；亦設電腦影像(CGI)和動畫部門；還有一個達廣播級數的專業混音和錄音室。

Salon Films also possesses one of the most extensive archival footage libraries in Hong Kong and Macau, which presents us with a great advantage over other production companies in terms of content developments, as well as visual creations for the purpose of producing a truly exceptional promotional video.

沙龍電影的檔案資料片之藏量更是香港和澳門行內數一數二，這使我們在內容創作和視像製作上都比其他製作公司優勝，亦能夠真正為客戶度身訂造出獨一無二的宣傳影片。



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Your One-Stop Solution

一條龍解決方案

Since Salon Films possesses in-house personnel for each and every stage of productions, in conjunction with our equipment rental department, we are able to offer a one-stop service to all incoming projects – from creating a promotional idea to execution in filming and editing, also from duplication to distribution, sparing clients from any concern in regards to handling and logistical matters. In other words, it is both time- and cost-effective for the clients, while ensuring there is continuity in the work. On top of that, we also provide excellent follow-ups and after-sales services, we supply teams of personnel to be responsible of and specialised in revision of the finalised products, hence making re-editing, refining and updating of the finished products with new materials absolutely possible and effortless.

正由於沙龍電影全職僱用每一環節的製作人員，配合我們的器材租賃部，我們有能力為所有專案提供一條龍服務，從構思意念，到拍攝同剪輯，甚至到複製母帶至發行都可以一一包辦，使客戶毋須擔憂任何瑣碎事宜。換句話說，既為客戶省時，亦符合成本效益，同時確保製作過程有條不紊。不單如此，我們的團隊更會竭盡所能，全力跟進專案及提供完善的售後服務，複剪、完善及更新材料亦輕而易舉，時刻力臻完美。

In terms of the final presentation, while we recognise and will strive to fulfil the objectives of the project, which is essentially educational, instructional and informative, effectively delivering the right message across and ultimately attracting audiences, we also see it as a challenge and opportunity to manifest the eminence of our talented production team. We are confident of achieving an outstanding quality of imagery that will not only raise above the norm of conventional promotion videos, leaving strong impressions among audiences, but also indisputably set a new standard for other fellow workers to admire and follow.

最後，我們不但認同並會致力完成客戶所求，亦認為合作具備意義，亦是學習和吸收新資訊的機會，當中我們會致力將客戶的訊息有效並準確無誤地傳達觀眾，凝聚注意。同時，我們視每一樣製作為挑戰，更是讓我們的團隊發揮才能的機遇。我們向客戶保證沙龍的作品不會是陳腔濫調，兼且會擺脫傳統宣傳片的框架，予觀眾留下深刻印象，同時成為同業仿效的新標準。

In light of all the corporate strengths Salon Films possess and given the extensive acknowledgements the company receives all along,

沙龍電影的實力和一直以來的肯定是你信心的保證。