



**zfx** flying effects  
www.zfxflying.com

# COMPANY PROFILE



**THE PERFECT BLEND OF ART + SCIENCE**

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Dubai Investments Park - First  
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# FROM THE FOUNDER

WE ARE EXCITED TO WORK WITH YOU!

That sounds bold and a little weird since we probably haven't met you yet, but it is still true. We are zealous about providing Flying Effects. In fact, that's what ZFX stands for: Zealous Effects. You simply won't find another group more passionately devoted to what they do. We're not exaggerating by saying we can't wait to get started working on your next flying project.

I founded ZFX in my garage over 20 years ago. It truly has been a labor of love to watch the company grow with like-minded people who share the same dedication to safety, commitment to quality, and excitement towards Flying Effects. Our Flying Directors, Craftsmen and Flying Producers all eat, breathe and sleep flying. We never stop thinking about how to make your flying experience better.

Our business plan is very simple: we enter every business relationship with the goal of it being a long term and mutually beneficial one. We strive to work with clients who are as passionate about safety, new ideas, and quality workmanship as we are. This strategy seems to be working because somewhere along the way we became the largest company in the world to specialize in Flying Effects, and we are certainly the most enthusiastic group of (mostly) kilt-wearing, free-thinking artists in the industry.

Sincerely,



Robert Dean, Founder



ROBERT W. DEAN, FOUNDER

Robert is a Las Vegas native who began learning the craft of flying almost 25 years ago. Starting out in the flying biz at the age of 18 as an unknown lackey (pretty much the janitor), Robert's curious nature was quickly recognized, allowing him to work his way up to apprentice. He is one of the very few people to have apprenticed directly under Peter Foy. Although grateful to learn from such a legendary pioneer, Robert felt his potential would never be fully recognized, and he left Foy to make his own mark on the flying industry.

Robert founded ZFX as what might be referred to as a "garage startup" company. He doesn't view it that way. His view is that he started something in his garage that could be a focus for his boundless creative energy. Robert is an auto-didactic polymath, who, oddly enough, hates the unnecessary use of big words. Years of persistence have paid off, and he is happily living the American Dream after having worked his way up from the very bottom. Robert doesn't care for official job titles and gives his as Janitor Emeritus. In truth he is the creative force for the company. This encompasses so many job titles that picking just one would never cover all that he does.

The desert is definitely in Robert's blood, but he realized that moving ZFX headquarters from Las Vegas, Nevada to Louisville, Kentucky was in his and the company's best interest. Louisville is where he met his lovely bride, Emily. Robert and Emily have a 4 year old son named Nevada (like we said, the desert is really in Robert's blood!).



GERT JAN BROUWER, CEO ZFX EUROPE

In 1998 Gert Jan and two colleagues founded Frontline Rigging. During the last decade he has become especially interested in the mechanical and safety aspects of rigging. Because of our mutual concerns for safety, it was a natural step to begin a partnership between ZFX and Frontline to form ZFX Europe in 2001. In addition to being the CEO of ZFX EU, Gert Jan is working successfully to certify ZFX flying systems with various European government agencies.

In the field of standardization Gert Jan is chairman of the Dutch National NEN-NNI workgroup Event Rigging. He also had a leading role as a founding member of the CWA15902 workgroup which established a European CEN Workshop Agreement for Lifting and Load-bearing Equipment within the European Entertainment Industry. In the process of transferring this CWA15902 to the European Standard CEN TC433 Gert Jan is both chairman of the Dutch delegation and voting delegate representing the Netherlands.

He has a passion for efficient and safe venue rigging, so much so that he designed the world's most efficiently rigged venues: Heineken Music Hall, Ahoy Rotterdam, and the Ziggo dome in Amsterdam. These are the most efficient, safe, and rigger ergonomic venues in the world.

Gert Jan is typical Dutchman according to his height of 192cm (6'5"), and he likes traveling around the world with his camera taking pictures of landscapes and wildlife. Back in Holland he enjoys hiking with his wife Yvonne and their dog Happy in the Veluwe forest. Their son, Robbert Jan, age 18, has just started his career in the Dutch Military. For those of you that don't speak Dutch, Gert Jan is pronounced like "Hurt-Yawn".



SUG KOOK KIM, CEO, ZFX KOREA

Kim Sug Kook, CEO of Showtechline, began his career at Samsung, where he worked in the Design Department of Samsung Electronics Research Institute, accumulating experience in various fields. He gained the title of the first Production Manager in Korea while producing the 50th Anniversary of Korean Liberation Concert, the Placido Domingo concert in Korea, and from adapting an advanced systematic production system through the Broadway production, 42nd Street. He served as technical director at the Seoul Performing Art Center. Later on, he established Showtechline, a professional technical and production management company, which managed numerous foreign productions and developed advanced automation systems.

In 2007, Kim widened the automation field in the performance industry by using a self-developed automated stage wagon in the musical Country Boy Scat. He is considered the pioneer of stage machinery and automation, having developed and applied various techniques to what was considered the weakest part of the Korean theatre industry. In 2014, these efforts were recognized in the technical elements of the musical, Frankenstein. Under the motto "For an immortal work", he aims to contribute to the making of the best productions in the various forms of the Korean performing arts.

Although Robert always refers to him as "Mr. Kim", he and Sug Kook have been fast friends since working together on Wicked in 2012.

Mr. Kim and his caffeinated wife JiHae Lee have two children. Their 23-year-old daughter, Sooyeon, is studying Chinese in Shanghai and their 21-year-old son, Seungjo, has just finished his military service in the Marine Corps.



SHANE MANNING, MANAGING DIRECTOR, ZFX ARABIA

Hailing from the beachside town of Wollongong, Shane is an Australian native (well, born and bred there - not an Aboriginal) who did the usual Aussie backpacker thing and left home at the age of 21 with no idea or direction in life. He ended up in London, England.

Starting out working as local crew in London, Shane quickly gravitated towards any aspect of the events industry that was off the ground and up in the air. Fast forward 16 years and he now owns and operates TECS Event Services, a Dubai-based rigging and crew staffing company.

With very humble beginnings, TECS has gone from being just Shane wearing every "hat" within the company (rigger, accountant, cleaner, etc) to having more than 15 full time staff. He has a shared passion for performer flying and advanced automated motion along with a similar business mindset as Robert and Gert Jan. That combined with his love of wearing multiple hats is why he oversees ZFX Arabia and the eZ-Axis Dubai office.

Shane is very well imbedded in the live events scene in and around the region, and over the years he has found himself rigging for the visit of Pope Benedict XVI to Jordan, The Rolling Stones in Abu Dhabi, and some of most elaborate Royal weddings in the world. Recently Shane and his team were responsible for rigging the X-Line, a 580m zipline over the Dubai Mall fountains right in front of the world's tallest building - The Burj Khalifa.

When not working (which is pretty rare these days) Shane tries to get out with his wife Suman and their 6 year old triplets - Zander, Zara and Zoe to go skating, surfing, skiing, rugby, cycling or just playing in the park.



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# INTRODUCTION

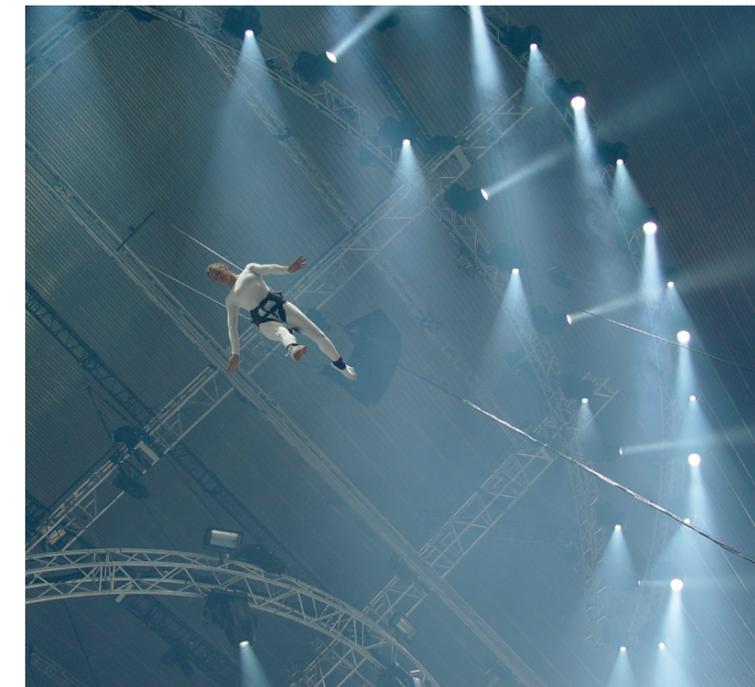


## BACKGROUND

Founded in 1994, ZFX, Inc. is the complete service provider for Flying Effects. We don't just handle the rigging or flying harnesses. We're not just skilled at automation, choreography and flying design. ZFX covers every aspect of flying possibilities. From High Schools to Broadway, Churches to Special Events, ZFX zealously pursues its goal of worldwide domination of the performer flying industry. (Galactic domination coming soon.) Our infectious enthusiasm comes at no additional charge. We don't wake up and put our pants on one leg at a time like the other guys. We wrap ourselves in kilts and stride boldly out into the world.

## MISSION STATEMENT

ZFX, Inc. is committed to providing flying services and technology to all of its clients, leaving a permanent impression resulting in a partnership that offers quality, cost effectiveness and safety for the intended user and their team. Growing from a handful of dedicated craftsmen and artists, ZFX continues to maintain our small-company attitude by treating each client (and employee) as if they were the only one. This way, we can focus on even the tiniest of details for each production, whether it be a community theater or a Broadway show.

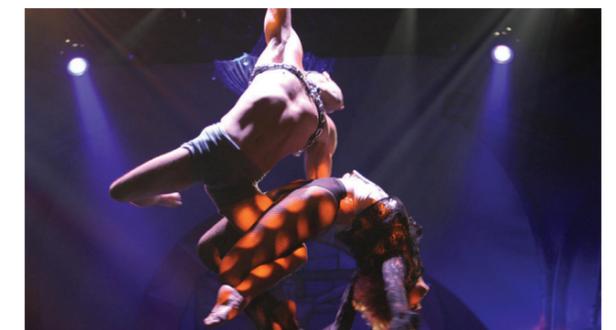


## SERVICES

ZFX, Inc. serves a wide variety of clients, from schools and universities to concert tours, from sporting events to Broadway, architectural firms and retail stores. There's no part of the spectrum we don't cover.

## CERTIFICATIONS, MEMBERSHIPS, SOCIETIES, ASSOCIATIONS

- + ETCP Recognized Employer
- + ETCP Trainer, ETCP Arena Riggers, ETCP Theatre Riggers
- + Member and Exhibitor, USITT
- + Broadway League, Industry Professional Member
- + OISTAT Member
- + LDI Member and Exhibitor
- + International Thespian Society, Festivals
- + CITT Member
- + ESTA Rigging Working Group



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# OVERVIEW

- + Founded 1994 / Incorporated in 1995
- + Offices in 4 countries on 3 continents
- + Largest Flying Effects Company in the World
- + 50+ Full Time Employees
- + Flying Effects company providing all aspects of flight including brilliant ideas
- + Provided Flying Effects in over 55 countries and all 50 American states



## IN-HOUSE CAPABILITES

- + Flying harness design, fabrication, and sales. The largest manufacturer of theatrical performer flying harnesses in the world.
- + ETCP recognized employer of certified riggers (Arena & Theatre)
- + Complete on demand fabrication/waterjet/machine shop full of real Craftsmen who take great pride in their work.
- + Industrial designers with an emphasis on automation and rigging products
- + Advanced Systems Integrator for SEW Eurodrive
- + Largest producer of Black Oxide Wire Rope in the world
- + A company dedicated to servicing an artistic thought process
- + Fastest production time in hoist manufacturing in the entertainment world
- + Boundless infectious enthusiasm and charming anecdotes

## FIELDS SERVICED

- + Broadway
- + Performance and Concert Tours
- + Community and LORT Theatre
- + Schools and Universities
- + Film and Television
- + Production Companies
- + Corporate Events
- + Aerialist Acts
- + Kinetic Sculpture

## ADDITIONAL OFFERINGS

- + Collaborative Design
- + In-House Travel Arrangements
- + Project Management
- + Zbay Store
- + Safetywinkel Store
- + eZ-Hoist Store
- + 48mx10m (160'x32') Green Screen Wall
- + Master Classes and Flying Workshops

## STRATEGIC ALLIANCES

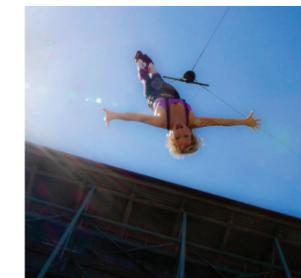
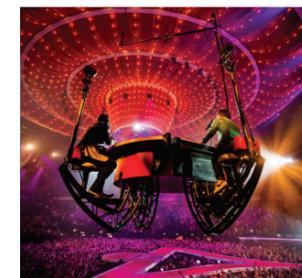
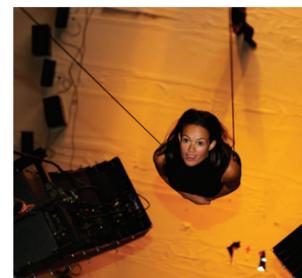
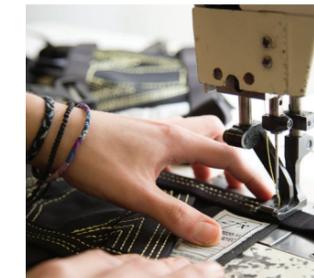
- + Frontline Rigging
  - + Showtech Line Co. LTD
  - + TECS Event Services
  - + Niscon, Inc.
  - + Silver State Wire Rope
  - + SEW Eurodrive
  - + Interal T.C.
  - + iWeiss, Inc.
  - + Atlanta Rigging
- ... and hopefully with you too!

## REFERENCES

- + Wicked, The Musical, Worldwide
- + Hangover 3 (Feature Film)
- + Vrienden Van Amstel Rotterdam Netherlands 2012 - 2015
- + 2013 Tony Awards, along with Pippin on Broadway
- + JPL, Jet Propulsion Labs (as in NASA)
- + Imagine Dragons 2013 Tour
- + Zac Brown Band's 2012 Tour
- + Eurovision Song Contest 2012, Azerbaijan
- + Soca Monarch Competition 2013 and 2015
- + Peter Pan National Tour and Broadway, Starring Cathy Rigby
- + FIFA Championships Closing Ceremonies, Bogota, Colombia
- + 2010 Vancouver Winter Olympics
- + Saturday Night Live
- + Holland Heineken House Olympics, Rio de Janeiro, 2016
- + Mary Poppins, The Folketeateret, Oslo 2015 - 2016
- + Taylor Swift, Speak Now Tour
- + Frankenstein, Seoul, 2014 - 2016

## MORE REFERENCES

- + The Dream Center, Shanghai
- + Feld Entertainment - Disney on Ice
- + Dixie Stampede & Pirates Voyage
- + Uniqlo Flagship Retail Stores, Shanghai, New York City, and Hong Kong
- + Arab Idol, MBC (Middle East Broadcast Centre)
- + Prestonwood Baptist Church
- + 2011 Country Music Awards
- + Ferrari World Abu Dhabi
- + SeaWorld, San Antonio
- + Holland America Cruise Line
- + Goodman Theatre, Chicago
- + Alley Theatre, Houston
- + Actors Theatre of Louisville
- + Mall of the Emirates
- + Lyric Opera of Chicago
- + Sight and Sound Theatres
- + Washington National Opera
- + Signature Theatre
- + Jendriyah Festival, Saudi Arabia
- + Samsung Pavilion, Yeosu World Expo



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