

CASE STUDY



Rolling Pictures Expands Capabilities with Strategic Annex Pro Partnership

[Rolling Pictures](#), a Toronto-based post-production studio, has long been known for creativity and innovation in its industry. But as the company's ambitions grew, the technical challenges grew too. By partnering with Annex Pro, Rolling Pictures gained access to industry-leading expertise and technology, **allowing the company to scale its operations and compete at a global level.**

Metrics

- ✔ Gained Dolby Atmos specification with Annex Pro providing ongoing support for future projects.
- ✔ Expanded technical capabilities, adding sound and VFX services.
- ✔ Increased market presence, gaining recognition in international post-production markets.

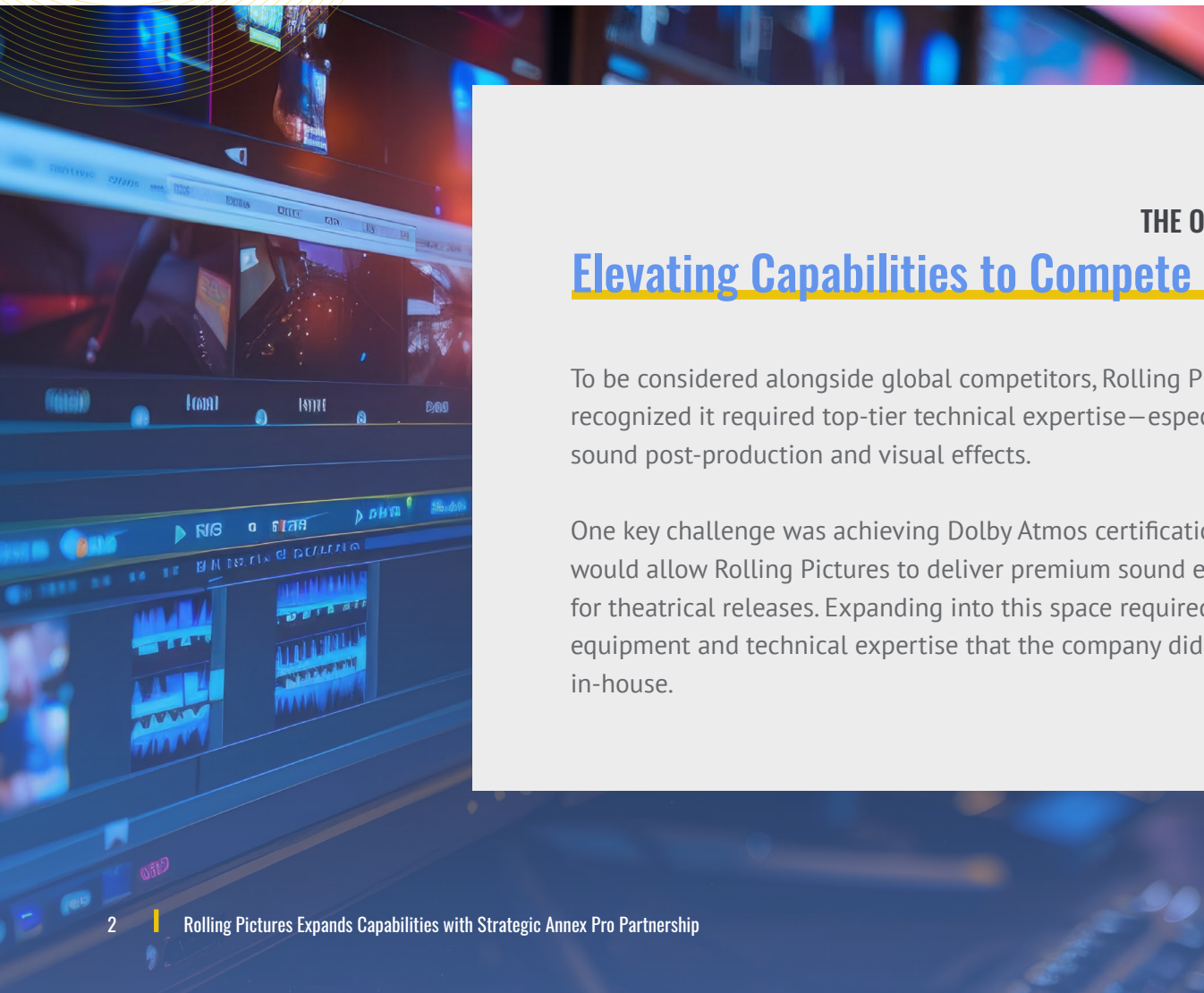
BACKGROUND:

Building a Post-Production Powerhouse

Founded in 2012, Rolling Pictures initially launched as a boutique post-production house specializing in dailies and picture post services for film and TV dramas.

In 2017, the company expanded its offerings by adding sound post-production and VFX services and relocated to a larger facility housed in the historic National Film Board of Canada building. Today, Rolling Pictures serves a diverse range of markets, including film, TV, animation, and documentary production.

The company prides itself on its ability to anticipate client needs, consistently deliver projects on time and within budget, and operate as a trusted partner embedded within its clients' teams.



THE OPPORTUNITY:

Elevating Capabilities to Compete Globally

To be considered alongside global competitors, Rolling Pictures recognized it required top-tier technical expertise—especially in sound post-production and visual effects.

One key challenge was achieving Dolby Atmos certification, which would allow Rolling Pictures to deliver premium sound experiences for theatrical releases. Expanding into this space required new equipment and technical expertise that the company didn't yet have in-house.

Briefly put, Rolling Pictures wanted to:



Enhance its technical capabilities to compete with global players.



Secure critical certifications like Dolby Atmos.



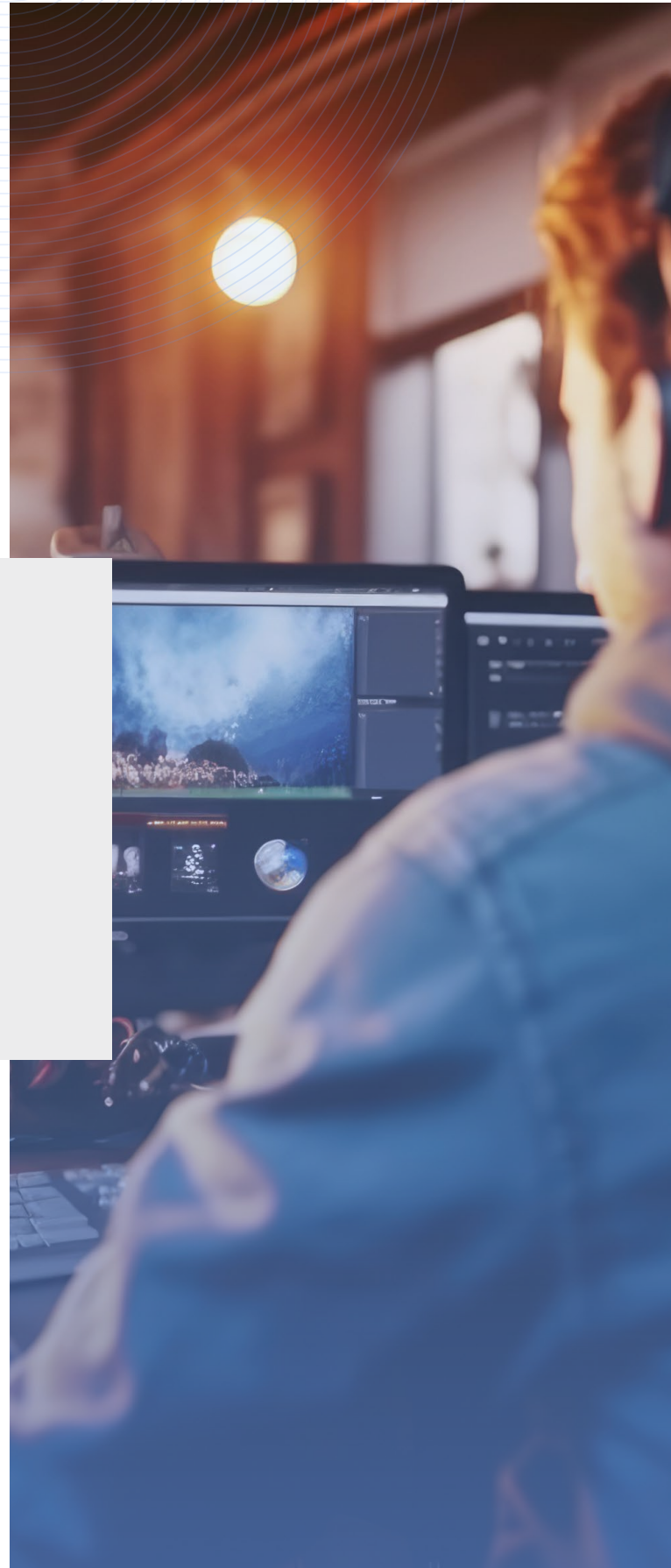
Expand its market reach through new partnerships and international recognition.

“

To remain competitive in this space, we needed to offer the same level of technical expertise and services as our peers, ”

said Joe Serafini,
COO of Rolling Pictures.

However, without an in-house technical support team and with the high costs of maintaining such a team, Rolling Pictures needed to find the right partner to help it scale efficiently.



THE SOLUTION:

Annex Pro as a Trusted Partner in Technical Design

Rolling Pictures selected Annex Pro as its partner due to Annex Pro's deep industry knowledge, competitive pricing, and ability to create tailored solutions that align perfectly with clients' long-term visions.

During onboarding, Annex Pro worked to fully understand Rolling Pictures' objectives. This allowed the company to **deliver bespoke solutions** to help Rolling Pictures meet its unique goals.



The expertise and confidence of the team presenting to us were immediately evident. Their deep knowledge of the industry, combined with their self-assured yet approachable demeanor, instilled a sense of trust that we were in capable hands.”

said Joe Serafini.



TECHNICAL DESIGN AND PRODUCT RESEARCH

Annex Pro collaborated closely with Rolling Pictures to develop a custom technical setup that strengthened its infrastructure and made workflows more efficient. By conducting thorough research, Annex Pro identified cutting-edge technology that integrated seamlessly into Rolling Pictures' operations. This included top-tier servers, audio/visual tools, and advanced editing suites—all fine-tuned to meet the high demands of Dolby Atmos projects.



Annex Pro has played a pivotal role in supporting our expansion into the theatrical Atmos space. Their expertise was crucial in ensuring that we met the technical and acoustic demands required to meet Dolby Atmos specification, enabling us to deliver an immersive, next-level sound experience. ”

Michael Forsey,
CTO of Rolling Pictures

But what truly set Annex Pro apart was the ongoing support it provided. Annex Pro became an extension of Rolling Pictures' team, offering technical expertise and troubleshooting to keep operations running with the seamlessness and precision of a meticulously engineered watch.

This support included:



Customized workflow design to maximize efficiency and scalability.



Proactive product research to recommend best-in-class equipment.



Comprehensive tech support to ensure smooth integration and continuous operation.



Our collaboration with Rolling Pictures was all about building a seamless partnership. We worked closely to provide the technical expertise they needed so they could concentrate on their creative vision without being slowed down by technical concerns. ”

Annabelle Thomas,
Annex Pro

THE RESULTS:

Growth, Certification, and Industry Recognition

Thanks to Annex Pro's guidance, Rolling Pictures has embraced Dolby Atmos technology—an achievement that has greatly elevated its sound production capabilities. Improved security protocols, state-of-the-art equipment, and tailored technical design have enabled Rolling Pictures to take on more ambitious projects and grow its reputation as a trusted post-production partner.

Key Outcomes of the Partnership (to Date)



Enhanced technical infrastructure:

Annex Pro's tailored solutions improved operational efficiency, allowing Rolling Pictures to take on more complex projects and elevate its offerings in sound and VFX.



Expanded market opportunities:

With Dolby Atmos certification, Rolling Pictures is now positioned to serve higher-profile clients and international markets.



Seamless collaboration:

Annex Pro's ongoing support allowed Rolling Pictures to focus on creative output while maintaining the highest industry standards.



THE FUTURE:

A Continued Partnership for Innovation

Rolling Pictures plans to continue expanding its services under Annex Pro's guidance.

With expertise in technical design and support, Annex Pro will play a key role in Rolling Pictures' future projects, including further development of its Dolby Atmos capabilities and expansion into new theatrical markets.

“

We're excited about our ongoing partnership with Rolling Pictures and look forward to supporting their future growth. As they continue to push creative boundaries, we're eager to collaborate on innovative solutions that will help them remain ahead in the industry. ”

Annabelle Thomas

Rolling Pictures is positioning itself to lead in both local and global post-production markets. The company's partnership with Annex Pro will be instrumental as Rolling Pictures continues to expand into new sound and VFX territories, cementing its status as a key player in the industry.

If you're ready to elevate your post-production capabilities, learn how Annex Pro's tailored solutions can help your business thrive.

Contact us today to get started



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