

**MATRIX**  
**Animation Studio**

**Turning Fantasy into Reality**

**Introduction:**

Matrix is a full service animation and digital media company specializing in 2D animation, 3D animation, and Info-graphics. It's an Egyptian company; ranking as one of the top animation studios in the Middle East, it produces and distributes animated television series, motion pictures and television commercials for the region and worldwide. Established in Cairo in August 2000 by Omar El-Moghazy, the studio also specializes in Puppets and TV channels identities.

Matrix is a fast growing company, it can cover the all aspects of the production, from script to screen. The studios can provide expert 2D, CGI animation and Motion-graphics along with other specialties.

**Services:**

Matrix offers a range of services dedicated to provide creative, intelligent, comprehensive, cost effective solutions that meet the different requirements of a variety of clients:

1) Pre-Productions:

- Characters Designs
- Storyboards
- Key Frames
- Background Designs
- Lay outs

2) 2D Animation (Traditional and Digital):

- In-Betweens
- Clean Up
- Composing & Painting using Anime and Toon Boom software for digital animation
- Composing & Painting using Animo software for classic animation
- Inking
- Background Painting

3) 3D Animation (CGI):

- Locations Setup
- Complete 3D Animation Processes using 3D Max and Maya software
- Compositing using After Effect
- Storyboards

4) Post-Production:

- VFX using After Effect software
- Color Correction
- Sound FX & Audio Mix
- Editing By Avid & Final Cut

5) Info-graphics (Motion Graphics).

6) Motion Comics.

7) Puppets.

8) TV Channels Identities.

**Our Aim:**

Delivering a high quality and cost-effective production, creating an environment that is stimulating, friendly, highly professional, and economically rewarding, supporting the principles of quality improvement, teamwork, and empowerment.

## **Movies/ TV series:**

- # Reem & Kareem.... 2000-2001 ( 26 ep. x 7 min.)  
2D Animation TV series for the Egyptian television.
- # The Adventures of Sarhan and Erfan ( Part 1 ) .... 2003 ( 30 ep. x 10 min. )  
2D Animation TV series for the Egyptian TV.
- # Hand in Hand ( Part 1 ) .... 2003 ( 30 ep x 3 min. )  
2D Animation TV series for Hospital 57357 .
- # Samhouna "Forgive Us".... 2003 ( 30 ep x 5 min. )  
Cut-out Animation TV series for Al Suhaimy Telemedia company KSA
- # The Adventures of Sarhan and Erfan ( Part 2 ) .... 2004 ( 30 ep. x 10 min. )  
2D Animation TV series for the Egyptian TV.
- # Hand in Hand ( Part 2 ) .... 2004 ( 10 ep x 5 min. )  
2D Animation TV series for Hospital 57357 .
- # The Adventures of Sarhan and Erfan ( Part 3 ) .... 2005 ( 30 ep. x 10 min. )  
2D Animation TV series for the Egyptian TV.
- # Ehna Feen "Where are we ?" Quiz .... 2005 ( 30 ep. x 90 sec. )  
3D Animation TV program, our own Production .
- # The Holy Quran's Stories .... 2005 ( 15 ep. x 15 min. )  
2D Animation TV series, our own Production .
- # The Adventures of Sarhan and Erfan ( Part 4 ) .... 2006 ( 30 ep. x 10 min. )  
2D Animation TV series for the Egyptian TV.
- # Hand in Hand ( Part 3 ) .... 2006 ( 15 ep x 6 min. )  
2D Animation TV series for Hospital 57357 .
- # Chicky & the Colonel .... 2006 ( 30 ep x 60 sec. )  
3D Animation episodes for KFC – Kuwait .
- # Hand in Hand ( Part 4 ) .... 2007 ( 15 ep x 6 min. )  
2D Animation TV series for Hospital 57357 .
- # Snohy ( Part 1 ) .... 2007 ( 15 ep. x 15 min. )  
2D Animation TV series for the Egyptian TV.
- # Snohy ( Part 2 ) .... 2008 ( 30 ep. x 15 min. )  
2D Animation TV series for the Egyptian TV.
- # Hand in Hand ( Part 5 ) .... 2008 ( 15 ep x 6 min. )  
2D Animation TV series for Hospital 57357 .
- # Snohy ( Part 3 ) ... 2009 ( 30 ep. x 15 min. )  
2D Animation TV series for the Egyptian TV.
- # Min Ajl Al-Watan "For our country" ... 2009 ( movie 15 min.)  
2D Animation movie for ( Kuwait Oil company ) ; through Phoenix Advertising Agency in Kuwait.
- # Nalaab .. Nataalam "let's Play & Learn" ... 2009 ( 30 ep. x 20 min. )  
2D Animation & Puppets series , our own Production .
- # Alf Nihar w Nihar (One thousand day&day)....2010 (30 ep.x15 min.)  
3D Animation TV series for the Egyptian TV.
- # Snohy ( Part 4 ) ... 2010 ( 30 ep. x 15 min. )  
2D Animation TV series for the Egyptian TV.
- # Kelmtin w Bas ... 2012 (30 ep. x 2 min.)  
2D Animation TV program for Sound of Cairo company.
- # Burj Al-Hawadeet (Bed Time Stories) ... 2014 ( 30 ep. x 10 min. )  
2D Animation TV series, Co-production with EMPC.
- # Hikayat El-Darmalli (Darmalli Stories) ... 2015 (10 ep. x 5 min.)  
2D Animation series for Microsoft – Egypt.
- # Etisalt UAE Quiz .... 2016 ( 30 ep. x 1 min.)  
2D Animation episodes, for Etisalat co. UAE.

- # Sindbad & Suhail ... 2016 ( 10 ep. x 7 min. )  
Motion Comics Animation series, for Kuwait TV ; through "Qabila" company.
- # ADDC's Awareness Movies (1 & 2) ... 2017 ( 3 min. + 7 min. )  
Info-graphics Animation movies, for (ADDC) co.; through "Image Advertising" co. in Abu Dhabi-UAE.
- # Somaa Akher Hagah (Ismail Yassin's Return) ... 2017 ( 30 ep. x 15 min. )  
3D Animation series, Co-production with Sound of Cairo company.
- # Nour Fi Qaryet El-Taybeen ... 2018 (30 ep. x 10 min.)  
3D Animation series for Nour Magazine & Al Azhar Al Sharif.
- # Fruits & Vegetables Clips (N4HK: Nestle for Healthier Kids) ... 2019 ( 6 clips x 30 seconds )  
2D Animation clips for Nestle – Egypt.

### **TV Commercials & Awareness Ads:**

- # Fundays.... A toys store in Egypt 2001( 45 sec.)
- # IES(International Environment Service),Giza Cleanness Campaign 2002( 30 sec.)
- # Al Alamein Tea.... Live TV ad for Saudi Arabia 2001 ( 30 sec.)
- # One Hand.... Cairo TV. Festival 2001 / 2001 ( 75 sec.)
- # Xpress.... Mobiles showrooms in Kuwait 2002 ( 30 sec.)
- # Al Manna Rice.... Rice producers in Kuwait 2002 ( 30 sec.)
- # Al Dorra.... Cairo TV. Festival 2002 / 2002 ( 60 sec.)
- # Buy The Egyptian Products ; Girls Version for Egyptian TV / 2003 ( 30 sec.)
- # Buy The Egyptian Products ; Boys Version for Egyptian TV / 2003 ( 30 sec.)
- # The Road To Al Kods “Jerusalem”... Cairo TV. Festival 2003 / 2003 ( 2 min.)
- # Abraj Water ..... Abraj Water in Kuwait 2004 (30 sec.)
- # Emotions Dining Tools ... Emotions stores in Egypt 2006 (30 sec.)
- # Balanced Scale ... Hospital 57357 2008 (45 sec.)
- # Abo El-Houl "Sphinx" ... Hospital 57357 2008 (45 sec.)
- # Fast Telecom01 ... Internet Service Provider in Kuwait 2008 (30 sec.)
- # Fast Telecom02 ... Internet Service Provider in Kuwait 2008 (30 sec.)
- # Ramadan Corrections 01 ... Hospital 57357 2009 (60 sec.)
- # Ramadan Corrections 02 ... Hospital 57357 2009 (60 sec.)
- # Balanced Scale02 ... Hospital 57357 2009 (45 sec.)
- # Duru Soap Ad. (Graphics & Visual Effects parts) ... Duru-Egypt 2009 (60 sec.)
- # Ibtikar Convention in Riyadh ... Rhythm Advertising company in KSA 2013 (30 sec.)
- # Stylus USB Pen ... Electronics Supplier in UAE 2014 (30 sec.)
- # Stomach Balloon Ad ... Egypto Medical company in Egypt 2015 (90 sec.)
- # Corona Virus Awareness Ad ... Al Amer for production KSA 2016 (90 sec.)
- # Masr Ta3mal Ad ... Microsoft 2016 (30 sec.)
- # Ministry of Education Progress Presentation 01 ... Al Amer for production KSA 2017 (120 sec.)
- # Ministry of Education Progress Presentation 02 ... Al Amer for production KSA 2017 (120 sec.)
- # E-Greeting animated card Ad ... Family Development Foundation (FDF) in UAE 2017 (60 sec.)
- # Woman's Rights Ad ... Al Amer for production KSA 2018 (60 sec.)
- # Right to Work Ad ... Al Amer for production KSA 2018 (60 sec.)

### **TV Channels Promotions :**

- # An Introduction Promotions for Mehwar Channel in Egypt 2001 (30 Sec.) .
- # A Political Promotions for Mehwar Channel in Egypt 2001 (30 Sec.) .
- # A Children Programs Promotions for Mehwar Channel in Egypt 2001 (30 Sec.) .
- # Logo design , and Channel identity , plus (5) different promotions , for Libra TV in Abu Dahabi – Emirates 2005

## **Awards:**

- # "The Prize of Creativity" for "One Hand" Promo , in “ Arab Media Festival-2001” in Cairo.
- # "The Silver Prize" for "Samhouna (Forgive Us)" series , in the "Gulf TV Festival-2003" in Bahrain.
- # "The Prize of WHO/World Health Organization" for "Hand in Hand -Part 1" series , in "Cairo Int'l Film Festival for Children-2003".
- # "The Prize of WHO/World Health Organization" for "Hand in Hand -Part 2" series , in "Cairo Int'l Film Festival for Children-2004".
- # "The Silver prize" for "Snohy (part 1)" , in "Cairo Int'l Film Festival for Children – 2008".
- # "The Golden prize" for "Snohy (part 2)" , in "Arabic Festival for TV & Radio Stations – 2009" in Tunis.
- # "The Golden prize" for "Snohy (part 3)" , in "Cairo Int'l Film Festival for Children – 2010".
- # "The Silver prize" for "Nalaab Natalaam" , in "Jordan Festival for Arab Media – 2010" in Jordan.
- # "The Golden Prize" for "Alf Nhar w Nhar" , in "Arab Media Festival - 2010" in Cairo.
- # "The Prize of Creativity" for "Alf Nhar w Nhar" , in "Arab Media Festival - 2010" in Cairo.
- # "The Golden Prize for for best 3D-animation title" for "Alf Nhar w Nhar" in "Culture wheel" Festival for Animation - 2011" in Cairo.
- # "The Best Animation Title in 2019" for "Nour Fi Qaryet El-Taybeen" from "The National Council for Human Rights (NCHR)" in Cairo.

## **Contacts:**

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