

NAUMANN FILM





table of contents

Naumann Film	03
Showreels	08
Making of's	24
Film technology	28

film production
Naumann Film

NAUMANN FILM



Moving Images

Naumann Film was established in Munich in 1987 and is a production company for high-class advertising films.

Our focus is on the emotionalization of your products and messages. We assist you in attracting your customers even more effectively through the fascination of moving images and sound.

Our films have won numerous international awards and have been honoured 344 times, including 76 major awards such as „Best Film“ , „Best Director“ and „Best Cinematography“ several times.

Our customers include BMW, MAN, LUFTHANSA, SIEMENS, Hapag-Lloyd, Villeroy & Boch, LIEBHERR, LG and Toshiba.



Recent Awards

BKL film:

German Economy Award 2022 in bronze

Main award „Best Corporate identity“ at the Worldfest Houston

Main award „Best of Show“ at the Corporate Media Festival

Main award „Best Directing“ at the Corporate Media Festival

GOLD award „Master of Excellence“ at the Corporate Media Festival

ETTINGER TVC:

GOLD award „Master of Excellence“ at the Corporate Media Festival

GOLD award at the Worldfest Houston

GOLD award at WorldMediaFestival Hamburg



Recent Awards

MAN IAA film:

Main award „Master of Communication Europe 2022“ at the Corporate Media Festival

Hapag-Lloyd anniversary film:

Main award „Best Camera“ at the Corporate Media Festival
GOLD award „Master of Excellence“ at the Corporate Media Festival

customers
Naumann Film

Alpina BMW, Amoena, ArGe Medien/Deutsche Elektrohandwerke, Arri Group, Asiana Airlines, Bayerische Immobilien AG, Bayerische Staatsoper, BMG Ariola, BMW, BZgA, Bäckerei Wolf, BKL, Carl Orff Zentrum, Deutsche Finance Group, Deutsche Telekom, Dr. Beckmann, Element System, Elements, Emma Matratzen, Envia, EOS Electro Optical System, Erdinger Weißbräu, Esser Designermöbel, Essex Pharma, Exquisa, Farber-Castell, Flowers.de, Frankenbrunnen, Fujitsu Siemens Computers, General Motors, Hapag-Lloyd, Hacker Pschorr, Handtmann, Hochland, IKEA, Joker Spielwaren, Kirner Bier, Knorr Bremse, Klosterfrau Healthcare Group, Land Brandenburg, Laser Components, LBS, LG, Liebherr, Lufthansa Cargo, Luisa Cerano, MAN, Max-Planck-Institut, Münchener Modewochen, Möbel Walther, N-ERGIE, Ocè, Olymp, Opel, Paulaner, Price Waterhouse Coopers, Reich Fenstervisionen, RWE Energie, SAT.1, Siemens AG, Siemens Nixdorf, Sovello, Sulzer AG, SWM, Stadtwerke Magdeburg, TAG-A-TAG, Thurn & Taxis, Thyssen Krupp Stahl, Toshiba, VAUEN, VIAG, Villeroy & Boch, Vitakraft, Vitec, Volksbank Pforzheim, Wacker Chemie

showreels
Naumann Film

showreel
Compilation 2023

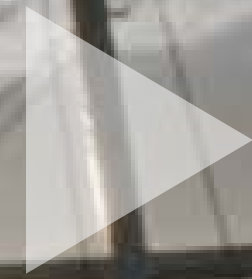


NAUMANN FILM



showreel
CGI/3D Animation

showreel
Maritime



NAUMANN FILM

showreel
Commercials

▶
It's. Joy

NAUMANN FILM



showreel
Industry

NAUMANN FILM

showreel
Transportation



showreel
Automotive



showreel
Sports

WAUMANN





showreel
Construction

NAUMANN FILM

showreel
Testimonials



German Economy Award 2022 in Bronze
Corporate Media Festival „Beste Regie“ & „Best of Show“
Worldfest Houston “Best Corporate Identity”

sample film
BKL





sample film
MAN

Corporate Media Festival „Master of Communication Europe 2022“

NAUMANN FILM

sample film
ETTINGER



Corporate Media Festival „Master of Excellence 2022“
WorldMediaFestival Hamburg „Gold“
Worldfest Houston „Gold“

NAUMANN FILM

sample film
LUISA CERANO



NAUMANN FILM

sample film
EMMA Shift



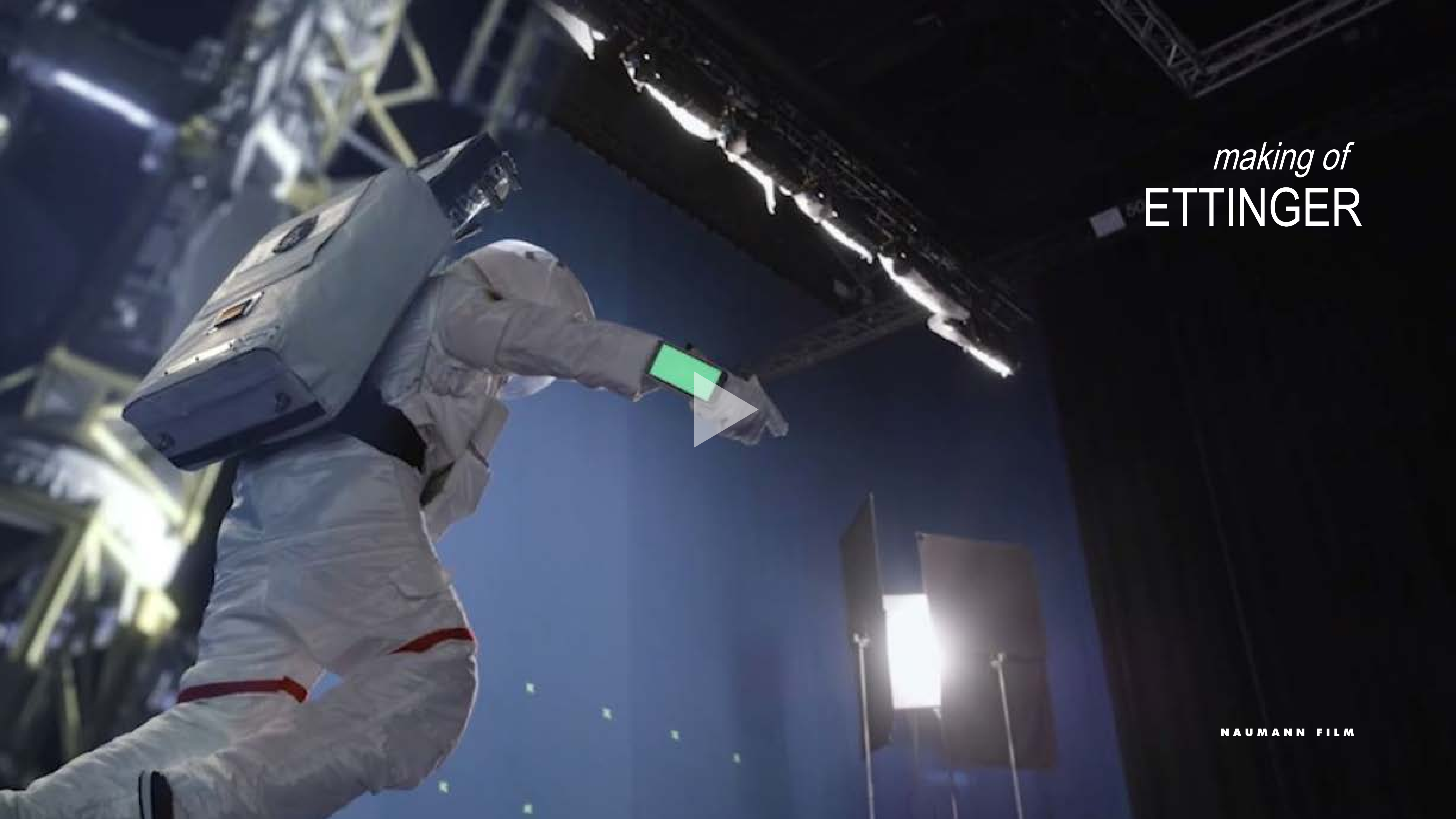
NAUMANN FILM

making of
Naumann Film



making of
BKL

NAUMANN FILM



making of
ETTINGER

NAUMANN FILM

making of
Luisa Cerano



film technology

HIGH END CINEMA LOOK



Cine-Look Cameras



The camera system that we use for high-end filming is the ARRI ALEXA LF state-of-the-art camera including ARRI Signature Optics, which was used for the image film for Lufthansa Cargo, among others.



The more cost-effective alternative is the CANON C500 MII LF, which we shot the image film for Villeroy & Boch and the 175th anniversary film for Hapag-Lloyd with.

Both cameras offer an excellent cine-look image in large scale.





Camera Movement

To perform smooth, shock-free movements in all axes quickly and easily, we use an ABC Light Crane and a Segway with gimbal technology, with which all camera movements and functions can be controlled remotely.

In this way, interesting viewing angles can be achieved without time-consuming alterations. The result is appealing footage through camera movements with the crane in all axes or with an gimbal on the segway. The cinematic effect can therefore be significantly increased.

For aerial shots in buildings and in nature we utilize drones such as DJI Inspire 2, DJI Mavic 3 or speed drones such as DJI FPV. For long distances, windy weather and high flight speeds we recommend the Shot Over Helicopter system.

camera

4,5K-Camera ARRI ALEXA LF





4,5K-Camera ARRI ALEXA LF



The ARRI ALEXA LF (Large Format) revolutionized the digital cinema camera market. Their natural, high-resolution images provide unprecedented quality and, according to numerous experts, surpass that of analog film – including Roger Deakins, who has already won 2 Oscars for Best Cinematographer and has further been nominated 12 times.



The large-format camera system uses a 4.5K version of the Alexa- sensor, which is twice the size of 35mm format Alexa cameras and offers twice the resolution.



The camera is used today in numerous international feature films and series, such as „The Mandalorian,“ „Stranger Things,“ „Dune“ and „1917,“ the international feature film winner of the Oscar for „Best Cinematography“ in 2020.

lenses
ARRI SIGNATURE Lenses





SIGNATURE Lenses

The new ARRI Signature Prime and ARRI Signature Zoom lenses range from 12mm to 510mm and offer an unparalleled, never before seen look in cinema and commercials.

Warm, smooth skin, shadows showing deep black tones - and at the same time extremely high resolution. Even in low-light shooting conditions, the result is a timeless look in which even the finest details are beautifully captured.

„The image that the LF and the Signatures produces seems, to me, more like what my eyes see than anything else I have experienced so far.“

Roger Deakins / Oscar 2020 for „1917“ (Best Camera)

imagefilm
Lufthansa Cargo



Corporate Media Festival „Best Camera“

NAUMANN FILM

camera

6K Canon C500 Mark II LF



NAUMANN FILM



6K Canon C500 Mark II LF

The Canon EOS C500 Mark II LF presents itself as a stunning 5.9K full-frame camera with an impressive sensor and an advanced Canon DIGIC DV 7 processor.

Additional features include a robust, electronically controlled full-frame ND filter with 2, 4, 6, and extended exposure levels of 8 or 10 to utilize compelling background sharpness even in bright daylight.

The Canon C500 offers such a convincing cinematic look that it's often used in combination with the ARRI ALEXA LF on international feature film projects.



image film
Villeroy & Boch

Corporate Media Festival „Best Concept“ & „Best of show“
Accolade Festival / California „Best Sales Film“

NAUMANN FILM

anniversary film
Hapag-Lloyd

Corporate Media Festival „Best Camera“

NAUMANN FILM

crane

ABC Lightweight crane





ABC Lightweight crane

The ABC lightweight crane offers the possibility to realize camera movements in all three spatial axes. This allows a stationary or moving object to be flown over or tracked. The camera can move towards or away from the subject - so a long shot can also be turned into a close-up in one shot.

Optical heights from 0 cm to 9 meters can be realized without any problems. The crane is equipped with a lightweight remote head and is light itself, so that a compact transport and a quick set-up are guaranteed.

gimbal
DJI Ronin 2





DJI Ronin 2 Gimbal

The DJI Ronin 2 is designed to achieve shake-free camera movements quickly and effectively. Equipped with high torque motors, the DJI Ronin 2 can support a wider range of cameras and withstand high wind and G-forces when mounted on a vehicle or drone.

A newly designed and removable handle allows the DJI Ronin 2 to stand upright independently. The lower part of the handle can easily be removed. The DJI Ronin 2 is compatible with cable pulls, drones, cranes, steadycams and a variety of other tools.

car system
U-Crane





U-Crane

The legendary, Oscar award-winning U-Crane is one of the most flexible and stable camera systems for driving shots on the market. The high-speed mobile crane is mounted on the roof of a camera truck or other mobile platform (boats, bus, train, etc.) and can thus record from almost any angle.

The new models integrate carbon fiber materials, which guarantees a new level of agility through rough terrain. It meets the requirements of the most demanding conditions. The U-Crane has not only been used in lavish car commercials, but also in blockbuster movies such as „James Bond“ or „Mission Impossible“.

drone
DJI Mavic 3





DJI Mavic 3

The Mavic 3 Pro was launched onto the market with revolutionary drone technology in November 2021.

The legendary Swedish brand Hasselblad created the L2D-20C aerial camera specifically for the DJI Mavic 3, embedding a professional 4/3 CMOS sensor into an incredibly compact body. Hasselblad's rigorous standards take image quality to a whole new level, providing vivid, natural colors. A higher dynamic range allows for more natural transitions between highlights and shadows. The 5.1K sensor ensures crystal clear images even in low light settings.

With the new intelligent environment detection, professional shots can be taken with ease even in tricky and demanding environments.

DJI Mavic 3
Above Everything





DJI Mavic 3
A Journey Above

NAUMANN FILM

drone
DJI Inspire



NAUMANN FILM



DJI Inspire Drone

The DJI Inspire drone with the Zenmuse X7 camera and interchangeable lenses enables 6K RAW filming from previously impossible perspectives:

- From a height that even the largest film cranes can no longer reach.
- Low-altitude flights where manned helicopters do not receive permission to fly.
- Tracking shots (90 km/h in just 5sec.) over rough terrain.
- The camera can be panned through 360 degrees and tilted by 180 degrees.

In addition, images can be taken from low altitudes over wind-sensitive sets such as sand, water or snow, without the rotor blades generating visible turbulence.



showreel
Zenmuse X7

NAUMANN FILM