



EXTRA PRO

AUDIO • VIDEO • LIGHTING • SOLUTIONS

COMPANY PROFILE

LIGHTING | MULTIMEDIA | ENTERTAINMENT TECHNOLOGY



WE ELEVATE YOUR GUEST EXPERIENCE
BY LEVERAGING THE POWER OF TECHNOLOGY,
CREATIVITY, AND INNOVATION



Globalization perpetuates change in public taste driving the evolution of our clients' businesses and commercial requirements. At the heart of ExtraPro is our need to continuously challenge the convention and standard of entertainment, media, and hospitality through the lens of design and technology.

**WE DO THIS BY INNOVATIVELY FUSING
STATE-OF-THE-ART TECHNOLOGY WITH ROBUST BUSINESS STRATEGIES
TURNING ORDINARY EXPERIENCES INTO EXTRAORDINARY**

ABOUT US

EXTRAPRO is an entertainment development group providing end-to-end solutions in design, technology, and all things entertainment. Our in-house team has over 30 years' of experience designing, building, and operating projects around the globe.

Guided by renowned business experts, ExtraPro invents or reinvents audience experiences by bridging the gap between form and function. We maintain complete control throughout the development lifecycle of a project by utilizing our vertically integrated team of designers, system technicians, project managers, and manufacturers.

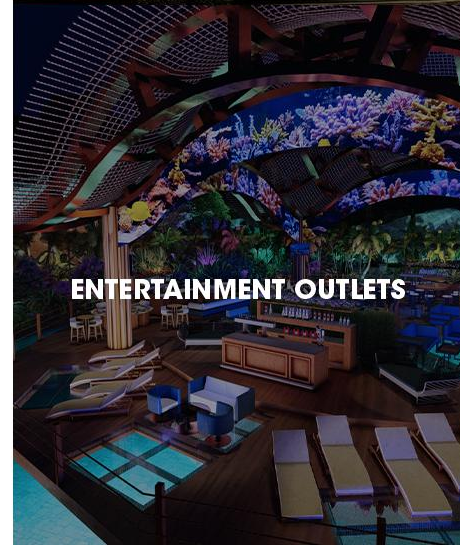
From concept to commission we provide turnkey entertainment solutions transforming ordinary into **EXTRAordinary**.



INTEGRATED RESORTS



MUSIC-CENTERED EVENTS



ENTERTAINMENT OUTLETS



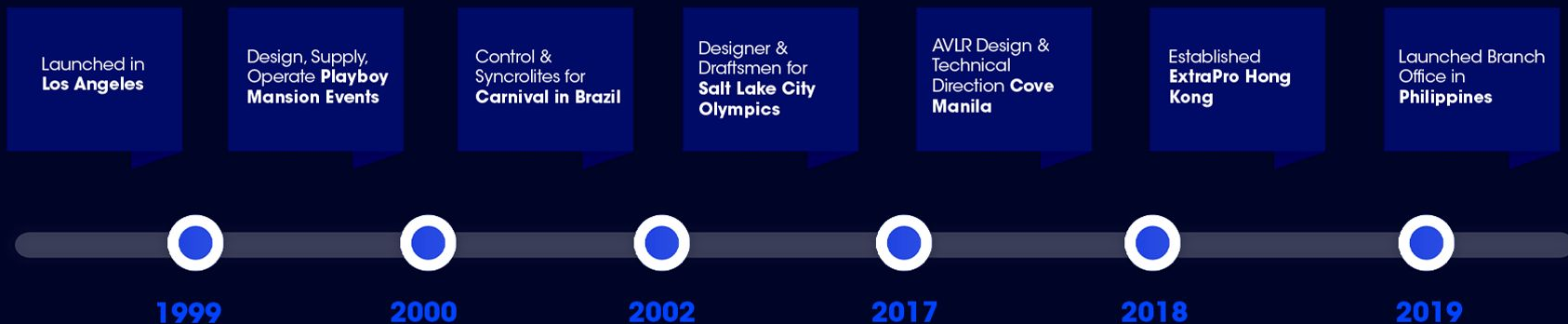
MIXED-USE FACILITIES

OUR ORIGIN

In 1999,

Ted Mizrahi founded ExtraPro as a design and rental production company with only a few clients throughout **Los Angeles** and **Las Vegas**. 18 years later, ExtraPro's founder endeavored to diversify and expand its portfolio by strategically partnering up with resort casino executive, Maxwell Zetlin.

The partnership sought to focus on technological solutions for entertainment and media while adding a new business vertical to its roster of services - allowing the company to expand its products and services throughout **Southeast Asia**.



WHAT WE DO

AVL SUPPLY • BUILD



- PRO-AUDIO SYSTEM
- PUBLIC ADDRESS SYSTEM
- BACKGROUND MUSIC SYSTEM



- DIGITAL SIGNAGE SYSTEM
- WAYFINDING SYSTEM
- VIDEO PROJECTION & CINEMA SYSTEMS
- VIDEO WALLS & LARGE FORMAT SYSTEMS
- VIDEO PLAYBACK & CONTROL SYSTEM
- VIDEO CONTENT CREATION



- GENERAL LIGHTING
- SPECIALTY LIGHTING
- LIGHTING CONTROL SYSTEM

OUR LOCAL LEADERS



PATRICE GUY
Pyrotechnician



DOTY NAVERA
Finance & Administration



RICHELLE SIA
Finance & Administration



ERICA LAGUE
Finance & Accounting



LANA CABRERA
Senior Systems Technician



BIANCA REYES
Senior Systems Technician



JENICA MENDOZA
Visual Graphics Animator



KRISHNA REDDY
Business Development



DAVID TOH
Lighting

OUR GLOBAL NETWORK



GERT NOORDZY
Hotel Opening
Process Specialist



GIULIO SCATOLA
Choreographer



JEFF RAVITZ
Lighting Designer



JEFFREY REVELS
Director



JOHN HAUPT
AVL



JOE ALFUSO
Musical Producer



RON RODRIGUEZ
Owner
HardDrive Productions



STEVE SKORIJA
Musical Director



ENIS KOLA
Business Consultant
Operations & Strategy



DAVID HANDLESMAN
F&B Consultant



FRANCESCO CAVALLI
Architect

**FROM OUR HUB STRATEGICALLY LOCATED IN SOUTHEAST ASIA,
WE REACH OUT TO AN UNPRECEDENTED ROSTER OF TALENTS,
COMPRISED OF PEOPLE AND COMPANIES WHO ARE AT THE FOREFRONT OF GLOBAL ENTERTAINMENT.**



OUR **MISSION**

TO PROVIDE OUR CLIENTS WITH INNOVATIVE, ROBUST,
AND SUSTAINABLE SOLUTIONS.

TO CHALLENGE THE STATUS QUO WHILE
EXPLORING THE UNEXPLORED.

TO CREATE VALUE THROUGH OUR EXPERTISE
AND PROFESSIONALISM.

OUR **COMPETITIVE EDGE**

**WE TAKE TIME TO LEARN ABOUT OUR CLIENT'S BUSINESSES,
OBJECTIVES, AND COMMERCIAL CHALLENGES.**

From concept to commission, we maintain complete control over the entire development lifecycle by designing, supplying, and project managing the installation to ensure the project is always delivered

ON BRAND. ON BUDGET. and **ON TIME.**

OUR SERVICES



**DESIGN
& CREATIVES**



**SUPPLY · INSTALL
SOLUTIONS**



**AUDIO · VIDEO · LIGHTING
SOLUTIONS**



**PROJECT
MANAGEMENT**



**PROGRAMMING
& OPERATING**



**TECHNICAL
CONSULTANCY**

OUR **PROCESS**

1 ASSESSMENT

We conduct a preliminary study of your project as part and parcel of our due diligence process. Subsequently, a project kick-off meeting is organized through video conference.

2 CONCEPTUAL PROPOSAL

Once aligned on the scope of work budgets and objectives, we present a detailed conceptual proposal illustrated by 3D models, fly-throughs, renderings, and concept statements.

3 COORDINATION & INTEGRATION

Once our proposal is approved, we breakdown the concept into a bill of quantity list and equipment positioning plot, followed by coordination and integration with your architects, engineers, and interior designers.

4 IMPLEMENTATION & HANDOVER

Our Expert consultants and project managers develop the systems, supervise the installation, test, commission, train, and oversee a smooth transtion to operations followed by post opening support.

OUR APPLICATIONS



AUDIO-VIDEO
SYSTEMS



LED DIGITAL
SOLUTIONS



PROJECTION
MAPPING



ARCHITECTURAL
LIGHTING



SPECIALTY
LIGHTING



MULTIMEDIA
SOLUTIONS

OUR FEATURED BRANDS



AUDIO



VIDEO



LIGHTING



CLIENT REFERENCE LIST

We have worked with some of the most discerning and recognizable brands in entertainment, and setting the standards for the biggest and most iconic spectacles in the world.



CASE STUDY 1

COVE MANILA

NIGHTCLUB & BEACH CLUB

Cove Manila is Southeast Asia's largest indoor day and nightlife destination located in Manila, Philippines. As a USD \$120 million dollar entertainment destination, Cove Manila caters to a variety of demographics through a set of targeted events including beach club parties, corporate events, theatre productions, resort operations, among others.





COVE MANILA

THEIR **GOAL**

The integrated resort owner, Mr. Kazuo Okada, wanted to build an iconic entertainment destination in Manila that would rival the top day and nightlife venues throughout Las Vegas. However, the entire production, which required a very innovative and progressive concept, only had a CAPEX budget that was 60% less than those top Las Vegas benchmarks.

COVE MANILA

OUR SOLUTION

ExtraPro went direct to the manufacturer circumventing the local distributors in order to save the client millions of dollars-allowing the reallocation of budget and savings to maximize the production value.

30%

Production cost savings by going direct to the manufacturers

10%

Additional production equipment and fixtures at no added cost

58

The world ranking of Cove Manila After 1 year of operations



CASE STUDY
COVE MANILA



CASE STUDY

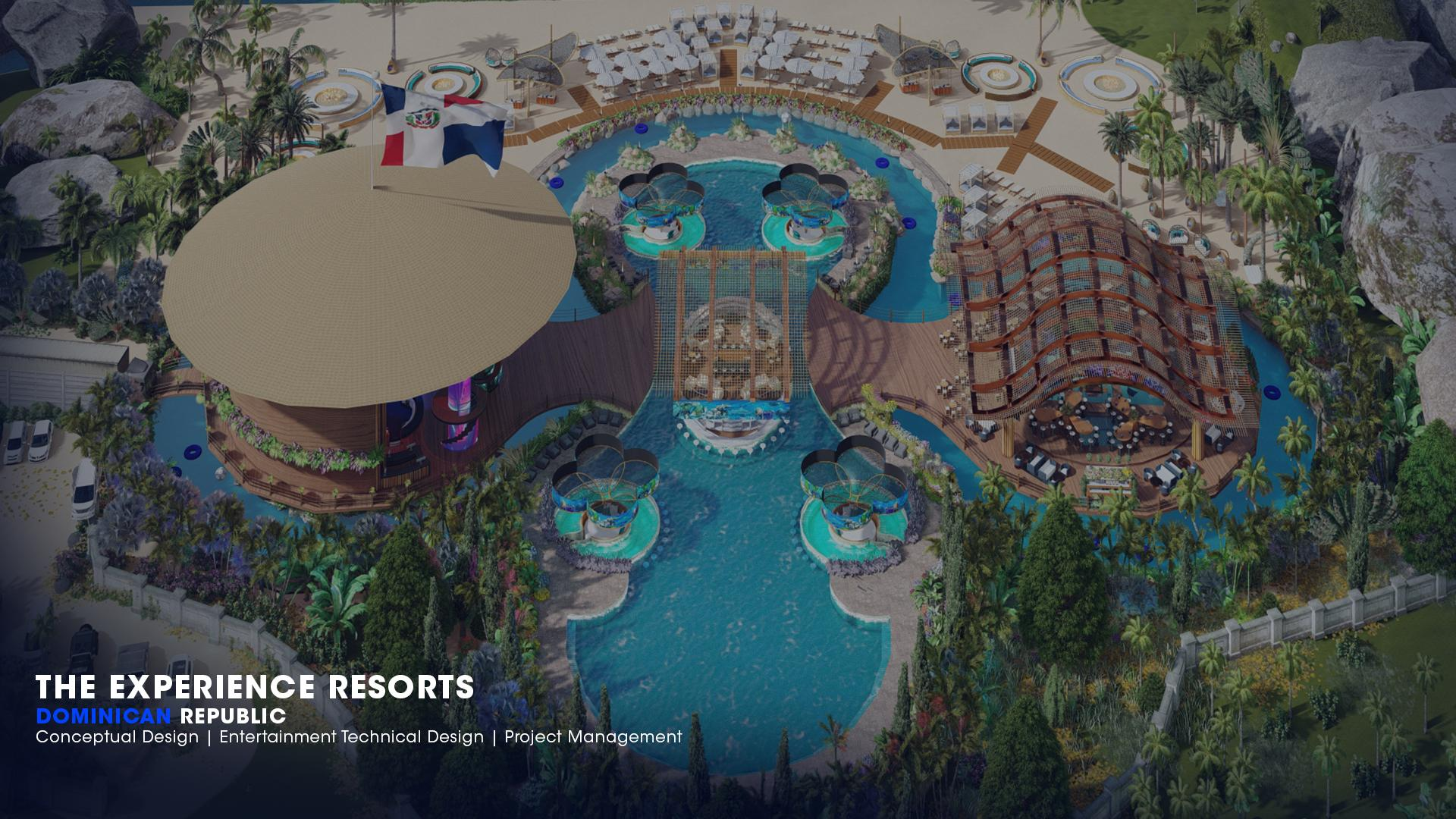
COVE MANILA



CASE STUDY

COVE MANILA

SOME OF
OUR WORKS



THE EXPERIENCE RESORTS

DOMINICAN REPUBLIC

Conceptual Design | Entertainment Technical Design | Project Management



THE EXPERIENCE LOUNGE

DOMINICAN REPUBLIC

Conceptual Design | Entertainment Technical Design | Project Management



THE EXPERIENCE NIGHTCLUB

DOMINICAN REPUBLIC

Conceptual Design | Entertainment Technical Design | Technical Supply | Project Management



PLAYBOY MANSION
LOS ANGELES, CALIFORNIA

AVL Design | AVL Supply | Production Management



PETRONAS TOWERS

KUALA LUMPUR, MALAYSIA

Syncrolite Lighting Programming | Syncrolite Systems Tech | Syncrolite Project Management

LAS VEGAS, NEVADA

Programming | Systems Tech | Project Management



HARRAH'S HOTEL

ST. LOUIS, MISSOURI

Programming | Systems Tech | Project Management



SILA ISLAND RESORT

SAMAR, PHILIPPINES
AVL Design | Supply | Project Management

A full-page background image of Miss Universe 2017, Pia Winklevoss, on stage. She is wearing a long, shimmering silver gown and a sash that reads "MISS UNIVERSE". She is smiling and waving with her right hand, while her left hand rests on her hip. The stage has a dark, geometric, grid-like ceiling structure. In the background, a large screen displays the number "65th".

OKADA

MISS UNIVERSE AFTER-PARTY 2017

MISS UNIVERSE 2017

MANILA, PHILIPPINES

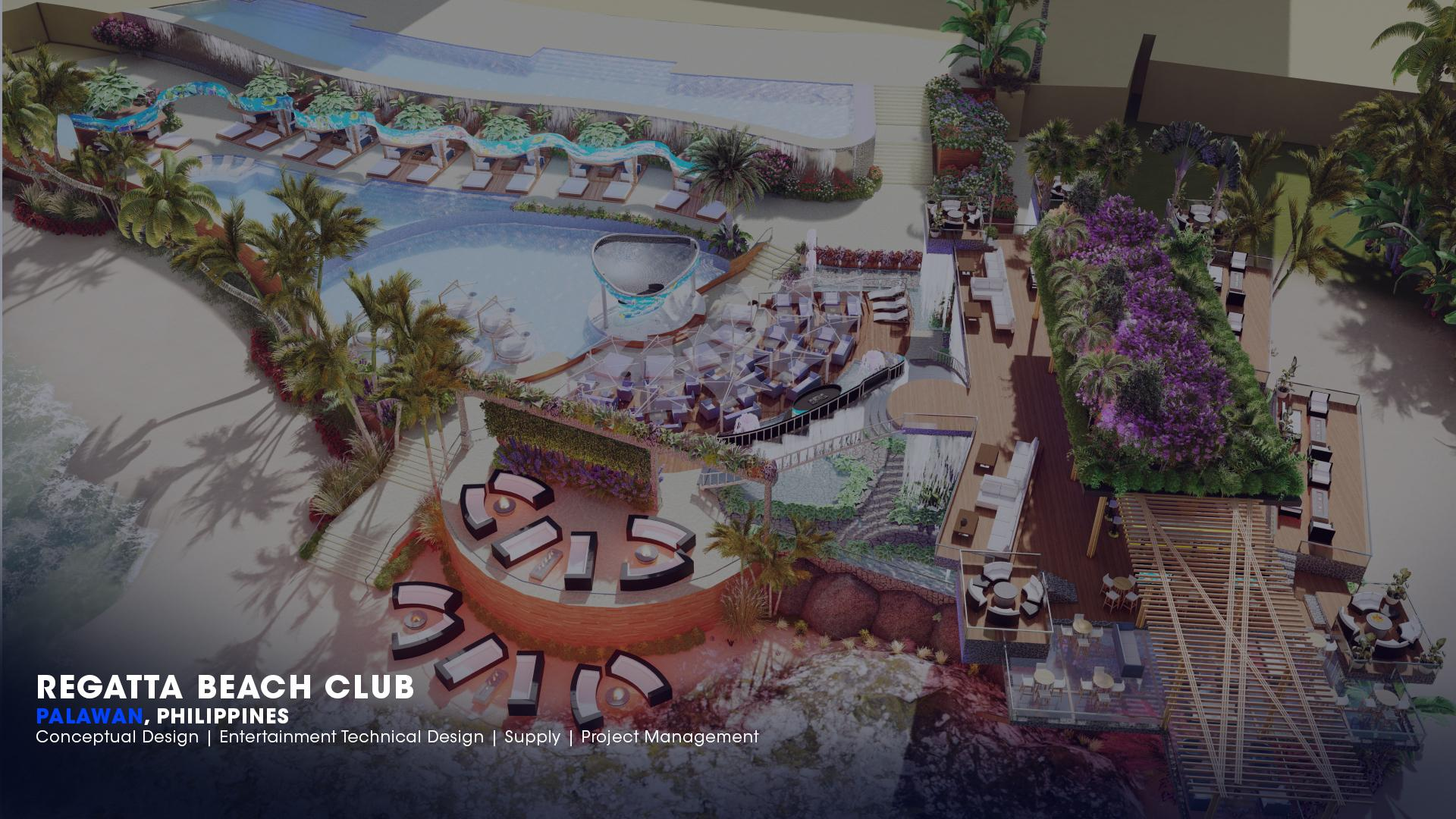
Production Design | Event Planning | Programming | Operations



NCCC BUHANGIN

DAVAO, PHILIPPINES

LED Design | Supply | Build



REGATTA BEACH CLUB

PALAWAN, PHILIPPINES

Conceptual Design | Entertainment Technical Design | Supply | Project Management



REGATTA POOL & LOUNGE

PALAWAN, PHILIPPINES

Conceptual Design | Entertainment Technical Design | Supply | Project Management



REGATTA LOUNGE

PALAWAN, PHILIPPINES

Concept Design | Technical Supply | Supply | Project Management



RA LUXOR
LAS VEGAS, NEVADA

AVL Design | Programming | Project Management | Lead Operator

PIXEL MAPPED TREE

DAVAO, PHILIPPINES

Tree Design | 14M Tall x 5M Diameter | 36,000 Pixels



CONNECT WITH US

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