

AURORA
P R O D U C T I O N S

WELCOME IN

"The world's most famous and popular language is music." - Psy

Something as universal as music needs to be respected in the highest degree. No other company believes this more than Aurora Productions.

Our premium 360 degree company caters for the best - 100% of the time. With experts in sound and lighting, along with the most advanced technologies our industry can offer, Aurora Productions takes the entertainment industry beyond the skies.

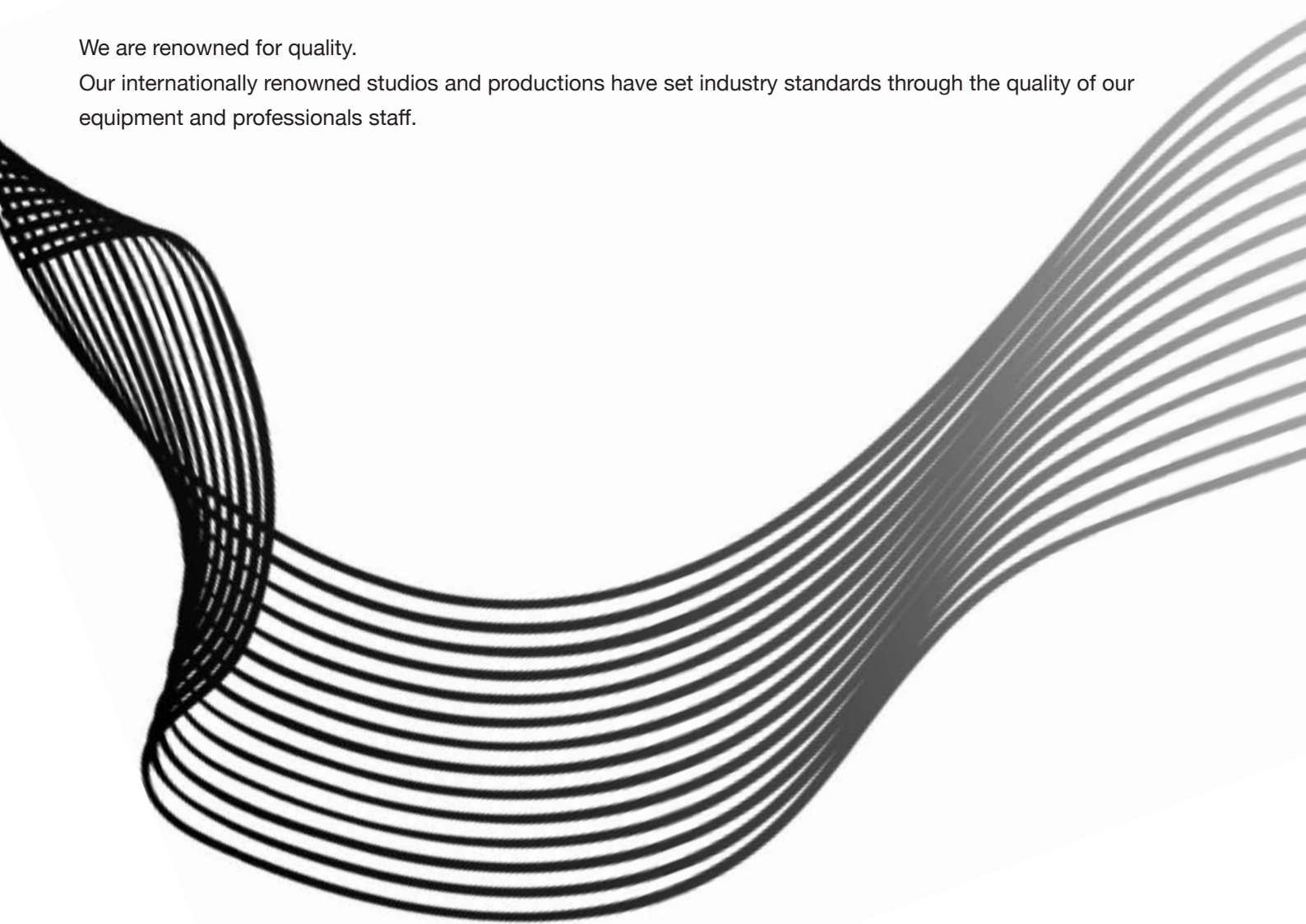
With international accreditations and connections in:

- Live Sound
- Studio Recording
- Broadcasting
- Post Production

Aurora Productions has established it's name as the leading 360 degree record label and production house in South Africa and rivals the likes of the Warner, Universal Music and Sony Music Entertainment in the international domain.

We are renowned for quality.

Our internationally renowned studios and productions have set industry standards through the quality of our equipment and professionals staff.



INDEX

1 - Around the Camp Fire

2 - Cabin Mates

3 - Capturing the Stars

Mission, Goals and Objectives

4 - Awards Aurora Achievements

5 - Reviews

6 | 7 - Tech Riders

8 - What's Hidden in the Cabin

9 - Get in Touch

10 - Aurora in the Cloud

11 - Any Questions?

12 - Back Down to Earth

AROUND THE CAMP FIRE

On a random snowy day at the Winter Park resort in Aurora USA, a skiing trip brought together our nine founder in an usual way. Extreme weather forced the ski group of over 100 into a massive snow covered cabin at the foot of a mountain.

While exploring the cabin, someone stumbled upon a stage and retro sound equipment scattered everywhere in the room. That's when nine experts stepped up and brought that cabin back to life.

Connor and Jonathan got the lights back up and running, Eric and Nitesh brought the speaker back to life, Mabel and Delea got the word out and Yasir, Brandon and Jonathan entertained the crowd for five days, around the camp fire, until search and rescue finally found us.

The chemistry was instant and they knew the fun couldn't stop there. That's when these nine experts got together and brought Aurora Productions to the world.



CABIN MATES



Musician and studio engineer. **Darren Erwee** is as much at home in the studio as he is in a snowed-in cabin. Always up for a good stew.



Adventurous and daring, **Nitesh Ajoodha** soldiered up the mountain, but broke himself on the way down... At least his other 8 friends put him back together so he can build stages for productions around the world.



Connor Woodhouse's musical instrument of choice would be the USB. He DJs and takes his love on music into his work on film soundtracks.



Mabel Khensani Dliwayo is a hard working and determined broadcasting engineer. Mabel is the manager at the broadcasting department, whereby she deals with radio shows, interviews, live TV streaming and online competitions.



Jonathan Sparks has graphic designing techniques and post-production capabilities that gives an edge to the promotion and furthering of the Aural Aurora. He has been an honest and worthy component to the company adding much value to both the look and feel of the brand.



Erich Fuls is now 21 and has been in the Live industry for more than 7 years and has a passion for hard work, loud music and clarity of sound. Erich will go out of his way just to make the crowd enjoy the performance that is on stage.



Yasir Joyce is an established music producer and pianist. Yasir is the head of all Music Production Studios.



Delia Thamaga is a member of Aural Aurora production company in the audio post production field and handles the final mix of all the promotions of the company. She graduated from the Academy of sound engineering college in 2015



Brandon is a Sound Engineer who specialises in Post Production. He is hard working and brings his passion for music and motivation into the workplace.

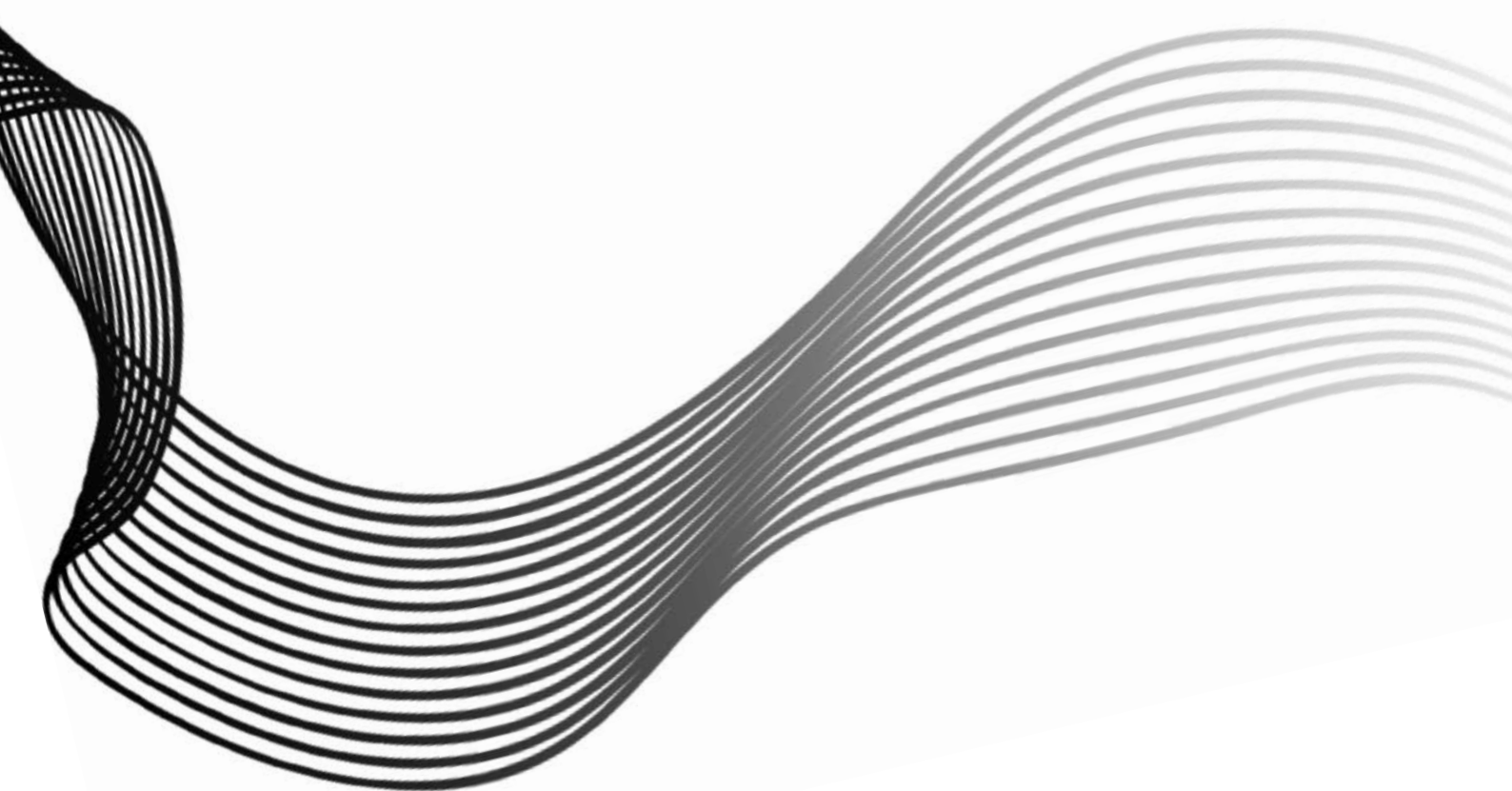
CAPTURING THE STARS

MISSION STATEMENT

Every sold out event, every successful artist, every satisfied crowd is a testament to our mission. Perfection is our standard. Quality is our way of life. Aurora Productions is a world-class entertainment company that builds bridges throughout the music industry and produces successful artists across the globe.

GOALS AND OBJECTIVES

- To provide world class premium service in the entertainment industry.
- To become a household brand internationally.
- Retaining and expanding our client base, rivalling the largest players in the industry.
- Turning an artist from an “Everybody” to a “Somebody”.
- Staying up to date with changes in the music industry as it happens and make it happen.
- Occupy a 45% market share in our industry by 2020.
- Release at least 3 chart topping singles across the globe monthly.
- Release at least 5 best selling albums annually.
- Have professional staff and crew that know every aspect of their respected field.
- Be able to fulfil our client’s every need.
- Use the very best equipment, always.



AURORAL ACHIEVERS

Here are some of our Artists and there latest achievements:

BILLBOARD MUSIC AWARD:

Ed Sheeran – Multiple singles from the album, Divide

American Music Award:

Jack Garratt - Album, Phase

Grammy Award:

Armin van Buuren – Album, Intense

BET Hip Hop Award:

NF – Album, Therapy Sessions

BBC Music Award:

HONNE – Album, Warm on a Cold Night

O Music Award:

Selena Gomez – Album, Revival

MTV Music Award:

Adele – Album, 25

SAMA AWARDS:

Toya Delazy – Album, Love in the Air

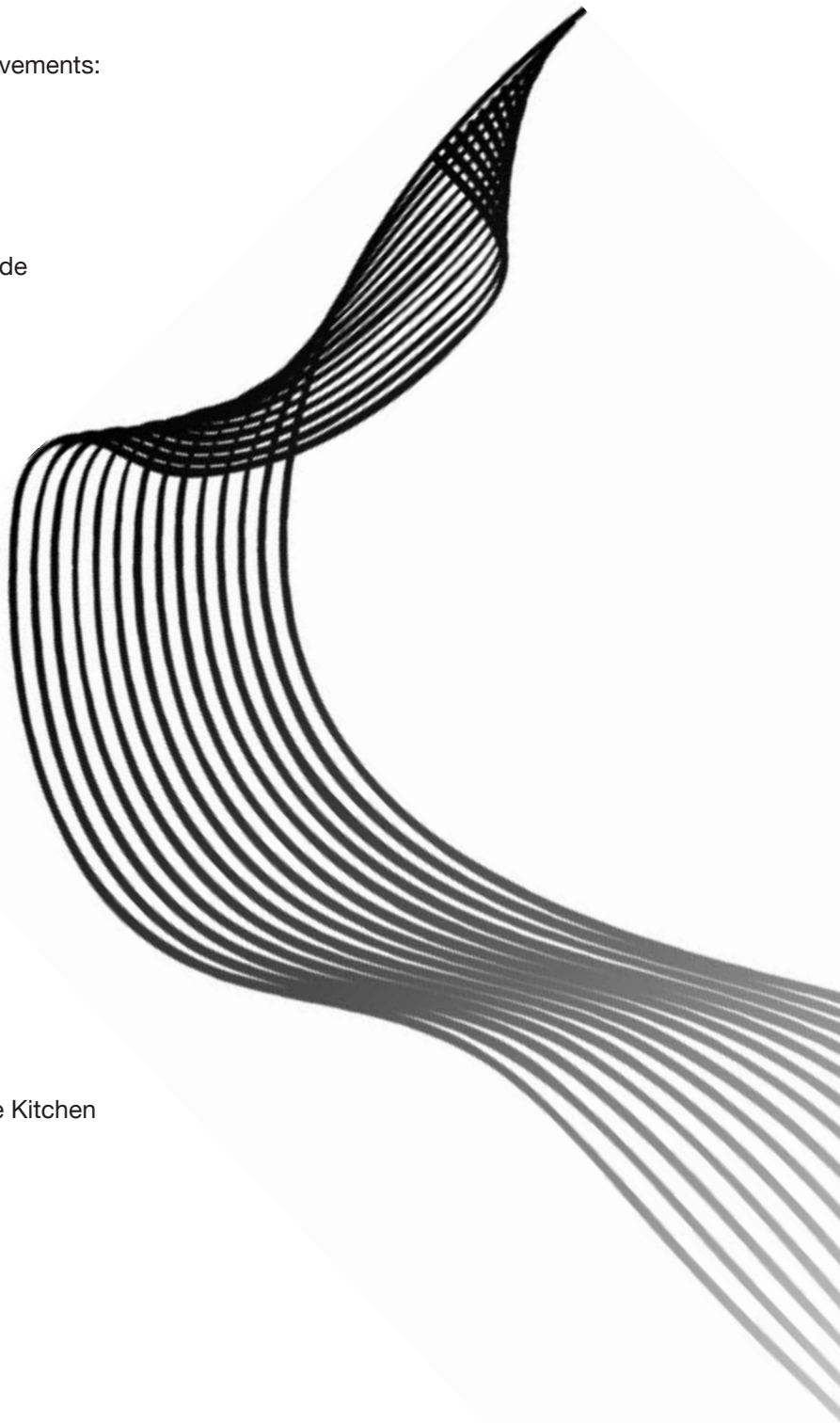
Blackcoffee – Album, The Journey Continues

Protoculture – Album, Gravity South

Pascal & Pearce – Album, One Night Only

Cassper Nyovest, feat. The Game – Cooking in the Kitchen

Kyle Watson – Watermelons and Back to You



REVIEWS

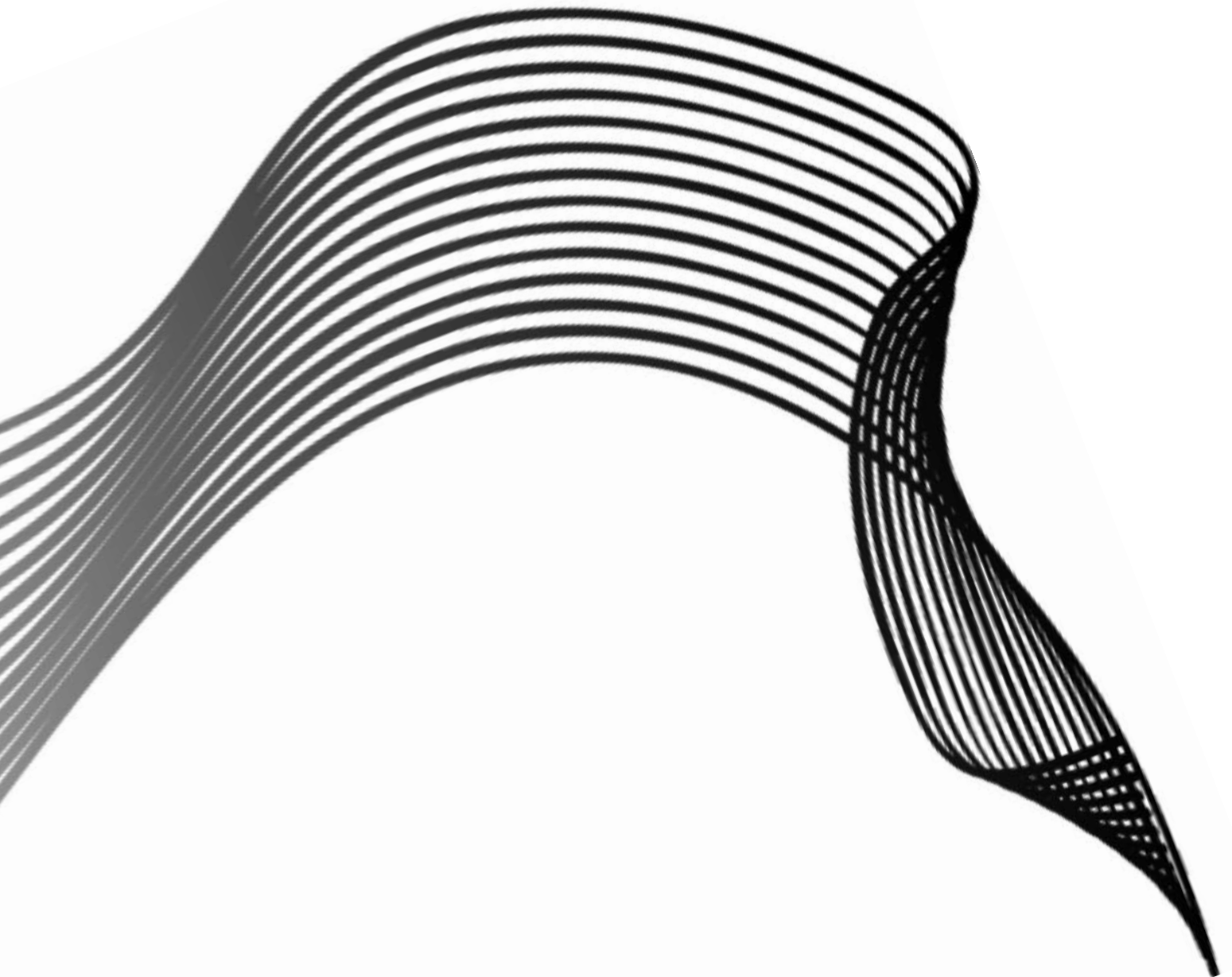
"The sound, lighting and lasers were simply amazing. It was tied together by a stage that any world class act would rock. All of this was made possible by Aurora Productions." - **The Guardian** -

"Not only one of the best looking studios I've recorded in, but also some of the most skilled and knowledgeable crews I've worked with." - **Ed Sheeran** -

"After having done a full album and tour with Aurora Productions I'm happy to say I'd welcome the chance at doing it again" - **Selena Gomez** -

"It might have only been a small show at our local fund-raiser, but the dedication they showed putting on a great show was remarkable! - Aurora Productions - we hope you're back next year." - **Klerksdorp Records** -

"I've never been in a studio that has so many DAW's and classic plug-in like the studios at Aurora Productions. If that wasn't enough, their tour support and event management is the best I've seen in a long time" - **Armin van Buuren** -



WHAT'S HIDDEN IN THE CABIN

AURORA BROADCASTING TECH RIDER

The Broadcasting department has the following equipment for outside broadcasting (OB) and studio work.

OUTSIDE BROADCASTING:

AMS Neve Genesys G128 Mixing Console
JBL Vertec Public Address System (One option from the Live Tech Rider)
Tascam Audio Players
Microphones - Shure KSM 8's
Crowd/Ambiance Microphones – AKG P420's
Sennheiser Orpheus Headphones
Two Portable Samsung Radios
Two iMac's
Outside Broadcast Van With Adam S3XH Speaker Monitors

STUDIO BROADCASTING:

Airmate – USB (8 Fader)
Hybrid 2
Sennheiser Orpheus Headphones
Shure SM7B and Electro-Voice RE-20
Genelec 8050B Studio Monitors
Four iMac's
Multiple Digital Audio Workstations (DAW) Audio Interfaces
Tascam CD Players
Telephone

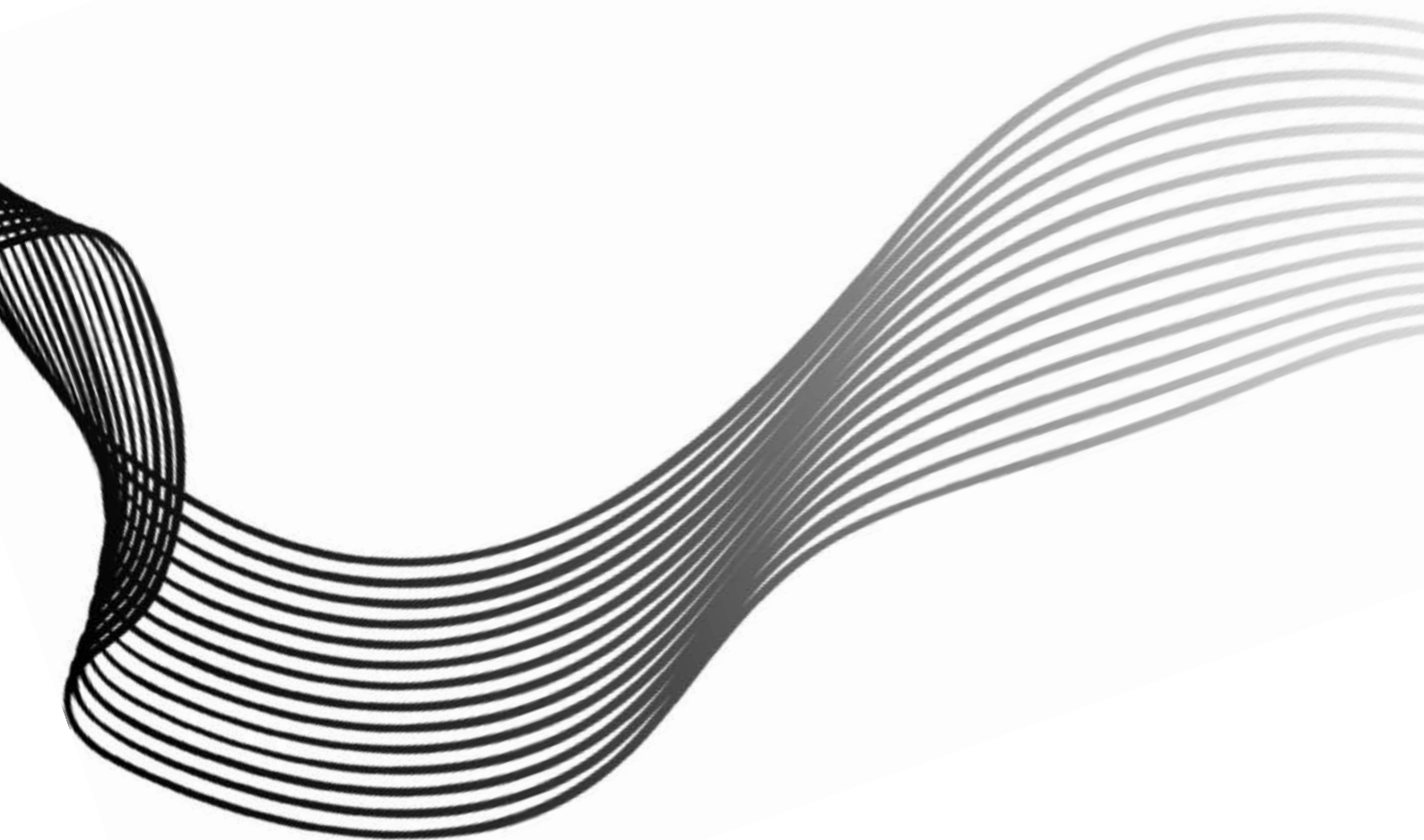
AURORA STUDIO TECH RIDER

Our Studios have the following equipment:

A fusion of absorption and diffusion as acoustics treatment in all studios.
A range of studio sizes.
Multiple microphone mounting point to capture unique studio and instrument sounds.
Numerous large diaphragm condenser microphones with matched pairs for stereo recording.
Custom Pearl, Tama and Yamaha drum kits.
All Digital Audio Workstations are present for artist convenience.
Classic Solid State Logic mixing consoles are used when requested.
Access to all plug-ins that are requested by artist, including discontinued Wave plug-ins.
All studios have mood rooms to help artists with their creative process.
A bar and restaurant is available to all recording artists at any time while recording.

AURORA LIVE SOUND TECH RIDER

- Massive production stages that incorporate a synchronized fusion of sound and lighting.
- Redundant power generators and Uninterrupted Power Supplies to make sure that electrical issues are never a problem.
- A massive range of PA systems that has a crowd span ranging between 10 – 200 000 People.
- Multiple PA systems can be hired at the same time.
- Live Sound audio recordings and videos.
- A massive selection of ultra modern world-class mixing desks can be chosen, including classic analogue mixing consoles and external effect racks.
- A large range of LED lighting, fire rigs, spotlights, confetti, water rigs and custom lighting rigs are available to suit any need.
- Mobile touring rigs and equipment transport.
- Luxury tour buses for touring artists/bands.
- Custom layouts that suit our client's needs can be drawn up by our in-house industry professionals.



AURORA POST-PRODUCTION TECH RIDER

- A number of HD and 4K cameras
- Work stations with the highest specification Macs
- Multiple Digital Workstations for different tasks
- A professional film makers Foley studio
- Multiple plug ins that can be used to create sounds for sound design, including Native Instruments Massive software.
- A DJING inspire drone to capture unique video angles
- Surround sound mixing and editing studios
- Dolby Atmos movie mixing studios
- A selection of mixing consoles and studio monitors
- A state of the art movie theatre to monitor final mixing levels and video editing
- Stage areas to recreate movie scenes
- Additional Dialogue Recoding (ADR) studios
- The same luxuries available to Post-production artists and engineers as Studio recording artists

ANY QUESTIONS?

What is Aurora Productions?

We are a 360 degree premium sound company and record label. We produce and publish albums, set up live gigs and organise international tours for our artists.

What studios do we have?

We have a variety of premium studios, varying in size and purpose; we have dedicated Music Production, Post-Production and Broadcasting studios that are available to all of our artist. All studios can be privately booked.

Do we have special rates?

Yes we do! Students get a special discount. Newly signed artists will get special prices on tours and album releases. Loyal and premium artists that have worked with us before get access to all of our facilities and will also be given special prices for other services we offer.

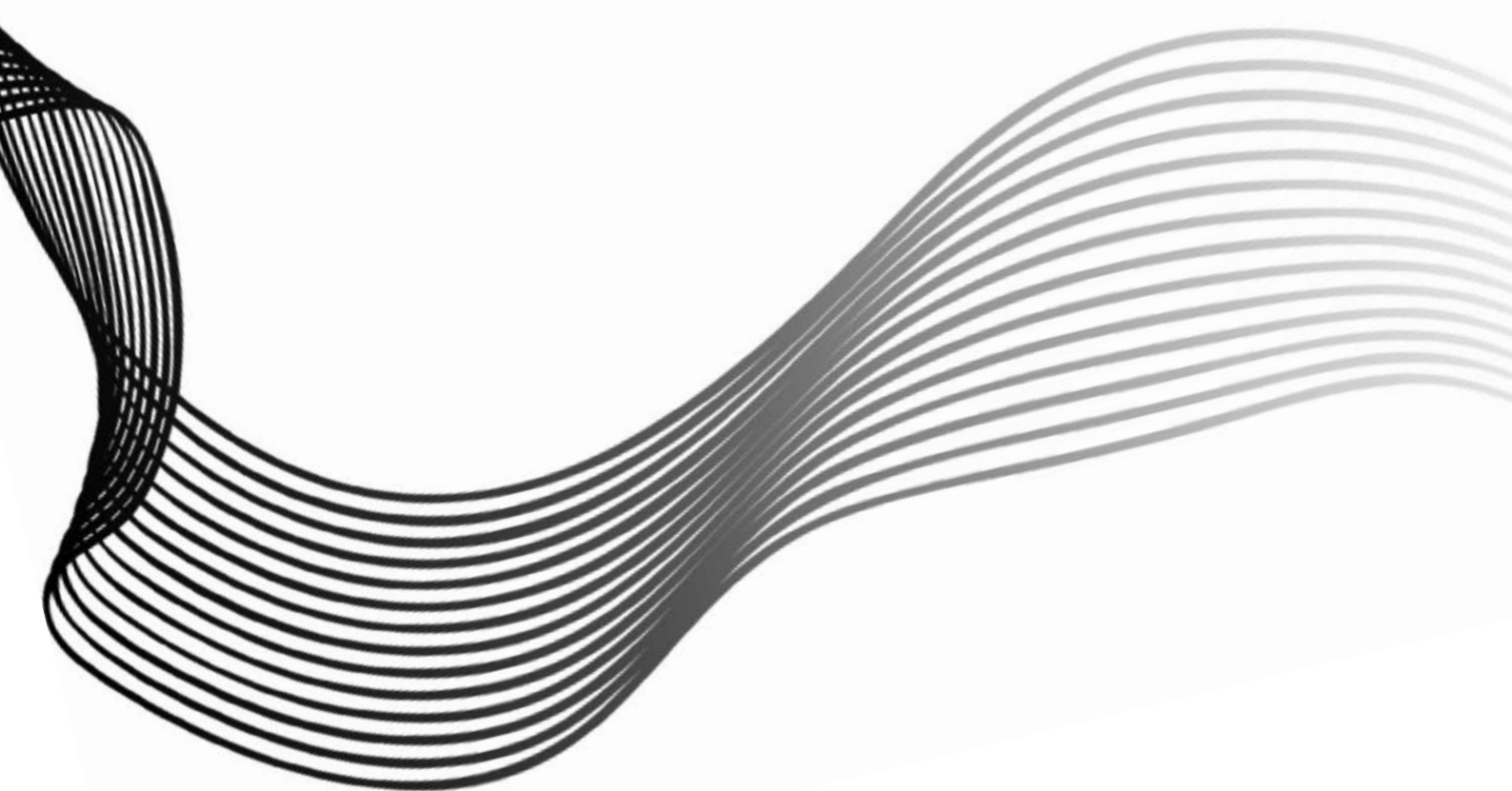
What sort of equipment do we have?

Quality, premium and respected brands that produce the best equipment available for Broadcasting, Studio Recordings, Post-Production and Live Sound. Have a look at our Tech Rider for more details.

How can you get hold of us?

Our website has all our contact details.

Give us a call, email us or send us a message straight from the website. Stay up to date and follow us on Facebook, Twitter and Instagram.



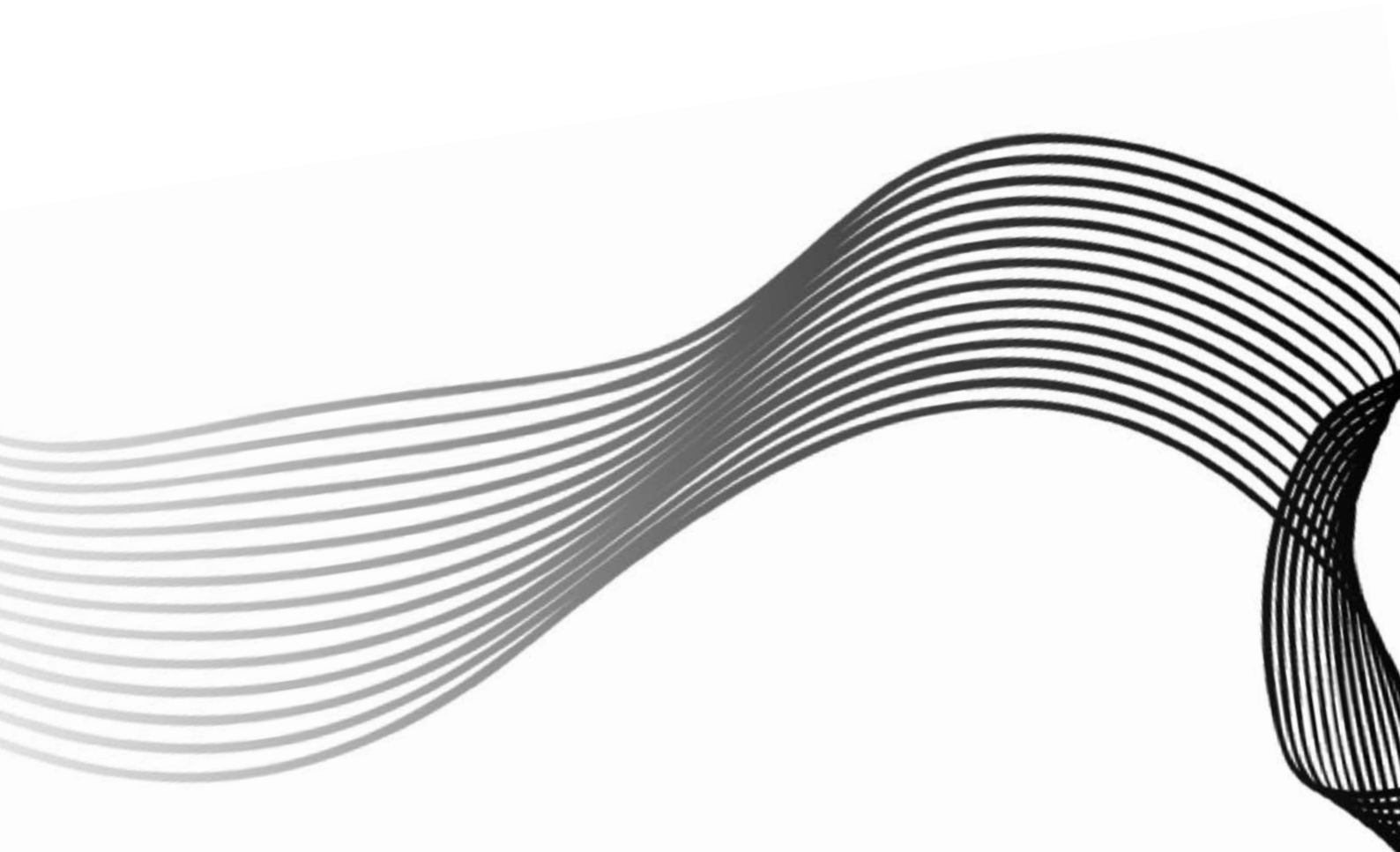
BACK DOWN TO EARTH

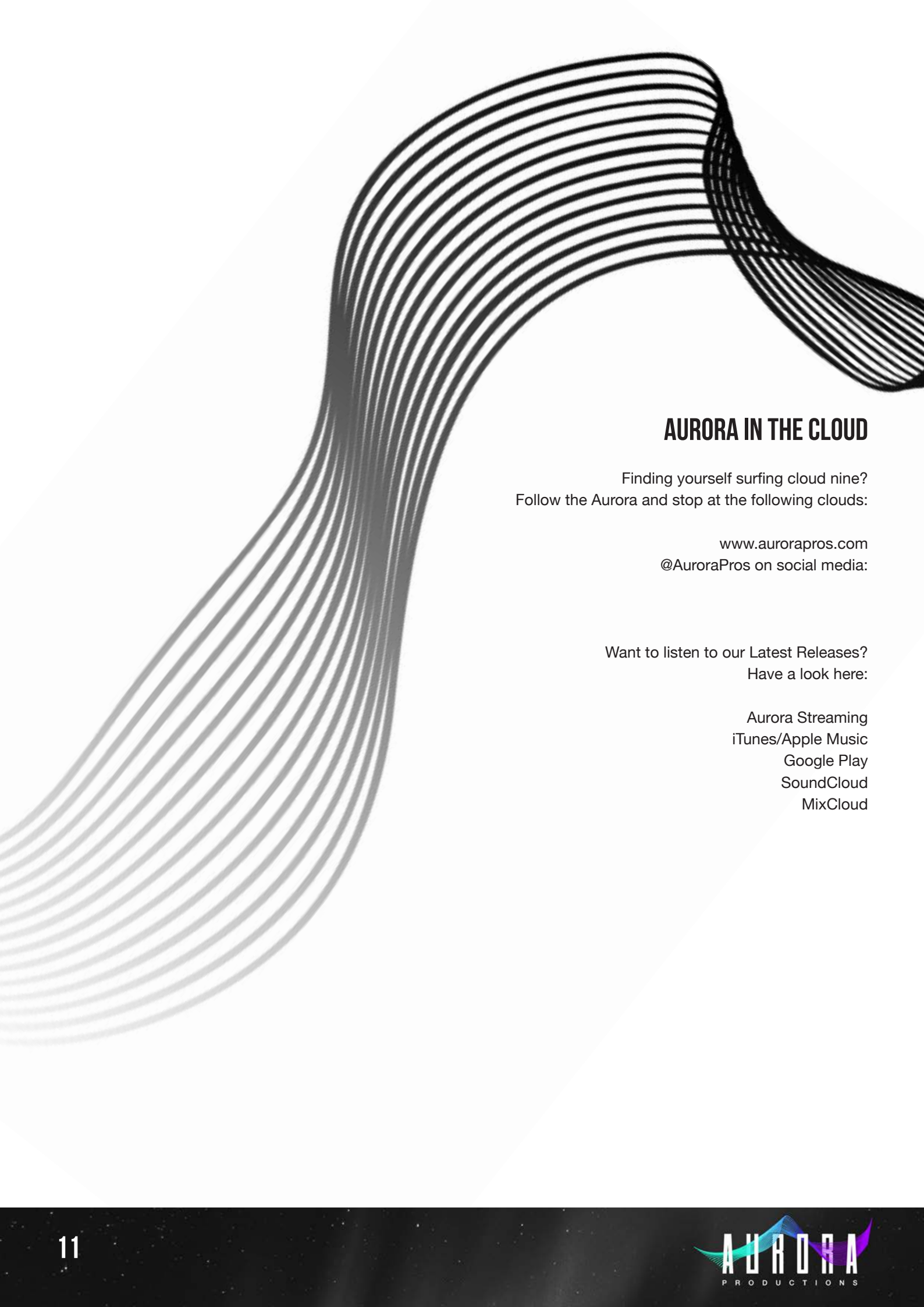
This is how we give back to the community.

Our founders met outdoors and appreciate the beauty of nature and random survival camping. One of the best ways for integrating that back into Aurora Productions is through our annual community festival that we host.

Staying true to our roots, we throw an annual festival where green is the theme. We turn a golf course or nature estate into a camp sight and organise the best artists from across South Africa to perform over a long weekend. Everything is eco-friendly, from transporting our artists to the electricity we use to run the event.

We have our give-aways at the festival too. By adding another stage where anyone can get a chance to perform, the best performers compete to get signed to our label. That means all of the luxuries of an established and premium artist is instantly given away to the winner – kick starting their music career in the best possible way with the best 360 company.





AURORA IN THE CLOUD

Finding yourself surfing cloud nine?
Follow the Aurora and stop at the following clouds:

www.aurorapro.com
@AuroraPros on social media:

Want to listen to our Latest Releases?
Have a look here:

Aurora Streaming
iTunes/Apple Music
Google Play
SoundCloud
MixCloud



GET IN TOUCH

www.aurorapro.com

General enquiries:
(011) 876 1950

Studio bookings:
(011) 876 1953

Artist management:
(011) 876 1955

Live and stage Bookings:
(011) 876 1952

Fill out a booking form (*Below*) for any Live events that require detailed requests.

FULL NAME

COMPANY NAME

WHAT TYPE OF EVENT (FESTIVAL, CONFERENCE, CONCERT, PRIVATE EVENT, ETC)

LOCATION

DATE

DURATION

NUMBER OF ARTISTS

ATTENDANCE ESTIMATE

ADDITIONAL SUPPORT (REQUEST AURORA PRODUCTIONS ARTIST FOR YOUR EVENT, TOUR SUPPORT, OUTSOURCE ADDITIONAL ENTERTAINMENT COMPANIES, ETC)

TECHNICAL REQUIREMENTS:

AURORA
PRODUCTIONS