

MENA'S LEADING AI STUDIO

Cinematic craft, engineered for the speed of AI. Create Studios builds brand and broadcast film for a region that no longer waits for the old production timeline.



LEGAL NAME

CREATE STUDIOS SAL

REGION

MENA

DOCUMENT

COMPANY PROFILE V3.0

DATE

AUGUST 31, 2026



TABLE OF CONTENTS

01	WHO WE ARE	03
02	DECADES IN THE MAKING	04
03	OUR HOLDING	05
04	LEADERSHIP	06
05	FOUNDING PARTNERS	07
06	OUR PHILOSOPHY	08
07	HOW WE WORK	09
08	SERVICES & CAPABILITIES	10
09	TECHNOLOGY & CRAFT	11
10	WHY CREAITE	12
11	LET'S WORK TOGETHER	13

A NEW KIND OF STUDIO

Creait Studios SAL is an AI-native production company built by veteran directors, cinematographers, and producers who spent decades commanding traditional film, broadcast, and commercial productions before turning their craft toward artificial intelligence.

We do not treat AI as a shortcut. We treat it as a new camera department, one we have spent years learning to direct with the same discipline, structure, and creative rigor as any physical set. Every film we produce is planned like a shoot: scripted, storyboarded, cast, art directed, and graded, only built through an AI-native pipeline instead of a traditional one.

Based across the MENA region, Creait exists to give brands, agencies, and broadcasters the ability to produce world-class film content at a pace and scale that traditional production was never built for, without compromising the craft that makes a film worth watching.

AT A GLANCE

AI-native from the ground up

Led by veteran broadcast & commercial directors

Full-service: concept to final delivery

Regional focus, international craft standards

DECADES IN THE MAKING

Long before Creaite existed, our leadership was already building the relationships that now make this studio possible. Decades of work across advertising, television, and major regional events have connected us to the region's top talent, celebrities, agencies, and production partners, the kind of network most studios spend years trying to build from zero.

That network, of talent, partners, and trust, moves with us into every AI-native production we build today. We have worked on hundreds of projects across the region's biggest markets, and we bring every relationship earned from that history into the work we do now.

WHAT COMES WITH US

Hundreds of projects delivered across the region

Deep relationships with regional talent and celebrities

Key partnerships across advertising, television, and major events

Decades of combined leadership experience

A FAMILY OF MEDIA COMPANIES

Creaito Studios sits inside a wider group of companies built by its own founders, spanning traditional broadcast production, augmented reality, large-scale creative production, and a diversified holding of regional media businesses. That family gives every Creaito production access to reach, technology, and relationships far beyond a single studio.



Triple 8 Holding Group

FOUNDED BY SAYED FENIANOS

A diversified holding group of 18 companies spanning marketing, programming, and platforms, notably **Rubicom**, the marketing agency operating across Lebanon and the UAE, **Klev**, the programming company, and **Scene Platform**, the number one microdrama platform in the region.



Periba Productions

FOUNDED BY BASSEM CHRISTO

The production house behind some of the region's biggest hits, including **Dancing with the Stars** and **Talk of the Town**, alongside numerous high-profile shows across the Gulf and around the world. Periba is considered one of the top reputable production houses in Lebanon and the pan-Arab region, producing everything from talk shows to entertainment formats and major events.



Ogmented

FOUNDED BY BASSEM CHRISTO & ROGER GHANTOUS

The leading augmented reality company for media and live productions in the UAE and across the region, bringing real-time AR broadcast graphics and immersive show technology to some of the biggest stages in the Gulf.



GIANT Creatives

FOUNDED BY NADIM MESSIHI

A creative, out-of-the-box production house crafting large-scale audiovisual content across the region and Europe, from bold brand films to major corporate productions. GIANT Creatives has delivered **100+ projects in more than 25 countries**, bringing the same restless creative energy to every market it enters.

LEADERSHIP



Bassem Christo

CEO

A legendary force in Arab media, Bassem Christo stands as one of the Middle East's most leading and influential directors, renowned for shaping the visual landscape of regional television, high-profile live broadcasts, and iconic entertainment formats.



Nadim Messihi

GENERAL MANAGER

A seasoned director and pioneering AI creator, Nadim Messihi seamlessly fuses over fifteen years of acclaimed, cinematic storytelling with cutting-edge technologies to redefine the boundaries of modern media. His extensive experience in commanding complex, epic productions empowers him to engineer next-generation digital assets and optimize advanced AI workflows with absolute directorial precision.



Samer F. Kallas

HEAD OF OPERATIONS

Samer F. Kallas brings a rare combination of deep technical mastery and sharp business acumen to Create's operations. Among the very first artists in the region to master and develop AI-driven work within production pipelines, he pairs that early, hands-on expertise with proven management experience running large-scale audiovisual projects end to end, keeping Create's operations disciplined as the studio scales.

FOUNDING PARTNERS



Elie Rizk

FOUNDING PARTNER

A veteran producer and CEO of Take 5, Elie Rizk has spent decades at the center of the region's advertising, television, and major events industries. Few challenges are beyond his ability to solve, and fewer still escape his eye for detail. Elie's command of large-scale regional production brings a rare level of executional precision to Create's leadership.



Roger Ghantous

FOUNDING PARTNER, CINEMATOGRAPHER

A master cinematographer with a vast, decades-spanning portfolio across high-end commercial advertising and international productions, Roger Ghantous is now bridging worlds by translating his profound mastery of physical lighting, composition, and optics directly into advanced AI visual environments.



Sayed Fenianos

FOUNDING PARTNER

A senior entrepreneur and Chairman of Triple 8 Group and Rubicom Agency, and CEO of Scene, Sayed Fenianos brings decades of experience across the region's media landscape. His entrepreneurial reach across agencies, platforms, and media ventures adds deep industry relationships and strategic vision to Create's leadership.

WHY AI-NATIVE

Our tools are AI. Our standards are cinema. That distinction shapes everything we build.

- ◆ **Speed as a creative advantage.** An AI-native pipeline does not just move faster, it lets a director try a scene ten different ways before committing to one. Iteration becomes part of the craft again, not a luxury cut for time.
- ◆ **Craft-first, not template-first.** Generic, obviously-AI content is a production failure, not a feature. Every project we deliver goes through direction, continuity engineering, color, and sound design applied with the same rigor as any physical production.
- ◆ **Built by filmmakers, not technologists.** Our team spent decades on real sets before touching an AI pipeline. We know what a shot is supposed to feel like before we know how to generate it, and that ordering matters.
- ◆ **Regional fluency.** We direct in Gulf and Levantine dialects, understand the visual language of the region's biggest campaigns, and build for audiences we know first-hand, not from a dataset.

HOW WE WORK

Every project, regardless of scale, moves through the same disciplined process:

- 1 BRIEF & CREATIVE TREATMENT**
We translate the brief into a full shot-by-shot production script, identifying the specific creative and technical challenges before a single shot is built.
- 2 CHARACTER & ASSET DEVELOPMENT**
Locked, consistent visual identities for every character, product, and environment, established before production begins so continuity holds across every shot and every part of a campaign.
- 3 AI PRODUCTION**
Full shot generation to broadcast-ready quality, directed and curated frame by frame rather than left to a single prompt.
- 4 EDIT & SOUND DESIGN**
Pacing, transitions, voice direction, and an original score built around the story, not stock music dropped over picture.
- 5 COLOR & FINISHING**
A single coherent grade across every scene and every part of a campaign, so the film reads as one world.
- 6 DELIVERY & LOCALIZATION**
Broadcast-ready masters, delivered in the formats and languages a campaign needs.

SERVICES & CAPABILITIES

◆ ADVERTISEMENTS

Brand and campaign films built for broadcast and digital media.

◆ SERIES

Multi-episode narrative content produced at AI-native speed and scale.

◆ IMAGE GENERATION

Campaign stills, key art, and visual assets generated to broadcast quality.

◆ VISUALIZATIONS

Concept and pre-production visualization for campaigns and productions.

◆ ARCHITECTURAL AI

Photoreal architectural visualization and walkthroughs for real estate and development.

◆ AI VOICE OVERS

Directed voice performances across regional and international languages.

◆ AI LOCALIZATION & DUBBING

Full multi-language adaptation of finished films for regional and global release.

◆ HYPER-REALISTIC AVATARS

Lifelike AI presenters and instructors for educational courses, curriculums, and e-learning content.

◆ MUSIC VIDEOS

Visual storytelling built around rhythm, artist identity, and performance.

◆ MOVIES

Feature-length narrative production, from concept through final color.

◆ HYBRID AI PRODUCTIONS

AI production paired with real filming capacity where a project calls for both.

◆ AI VFX

Visual effects and compositing built natively within the AI pipeline.

◆ AI MUSIC COMPOSITION

Original scores and soundtracks composed natively for the story being told.

◆ AI LIP SYNC

Frame-accurate lip synchronization for dubbed and localized content.

◆ DIGITAL HUMANS & VIRTUAL CHARACTERS

Consistent, direction-ready AI characters built for recurring campaign or brand use.

TECHNOLOGY & CRAFT

We work with the most capable AI generation technology available, and direct it the way a studio directs a camera department: as a tool in service of the story, not the story itself.

- ◆ **Best-in-class generation models**, selected and combined for each project rather than defaulting to a single pipeline.
- ◆ **Character and continuity engineering** built in-house to solve the problems generic AI tools were never designed to handle: identity consistency, wardrobe continuity, and multi-part narrative structure.
- ◆ **Transition and match-cut design**, planned at the shot level so motion, framing, and rhythm genuinely carry across a cut rather than relying on the model to imagine it.
- ◆ **A finishing pipeline**, color, sound, and mix, applied with the same standards as a traditional post-production house.
- ◆ **Rapid iteration cycles**, allowing multiple creative directions to be explored before a client ever sees a final cut.
- ◆ **Scalable output**, from a single hero film to a full slate of connected campaign assets, without the linear cost and time growth of traditional production.

The result is a pipeline that behaves like a traditional studio in every way that matters, and moves like nothing the region has seen before in every way that counts.

HOW WE USE THE TECHNOLOGY

Every generation pass is directed, reviewed, and curated by a human creative lead, never left to a single automated pass. The technology accelerates the work. It does not replace the judgment that makes the work good.

WHY CREAITE

VERSUS TRADITIONAL PRODUCTION

The same creative ambition, without a multi-week location shoot, a full crew mobilization, or a production calendar measured in months. Iteration happens before commitment, not after.

VERSUS GENERIC AI CONTENT

Direction is the difference. Our founders spent decades on real sets before an AI pipeline ever entered the process, and it shows in the continuity, pacing, and finishing most AI-generated work skips.

VERSUS OTHER AI STUDIOS

Real production pedigree behind the tooling. We are filmmakers first, which means we know what a shot is supposed to feel like before we know how to generate it.

LET'S WORK TOGETHER

Every project we take on starts the same way: a belief that the story deserves the same craft the region's biggest productions have always demanded, and that craft no longer needs the same clock it once did.

That is the trade Create makes for every partner we work with. Decades of production discipline, the relationships and instincts of leaders who have already worked at the top of this industry, delivered at the pace this region now moves at.

Whether the work ahead is a single hero film or a full slate of connected campaigns, we bring the same standard our founders built their careers on, now built for what comes next.

We are not chasing what everyone else is chasing. We are building the studio this region will be pointing to in a few years, and we would like the next chapter of that story to be written with you.