



eZ-AXIS

AUTOMATION SERVICES & RENTALS

USA, EU, KOREA, DUBAI | EZ-AXIS.COM



COMPANY PROFILE

THE PERFECT BLEND OF ART + SCIENCE

FROM THE FOUNDERS

OWNER'S PROFILES

WE HAVE A LOVE/HATE RELATIONSHIP WITH AUTOMATION

Neither of the founders, Gert Jan Brouwer and Robert Dean, formed eZ-Axis because they love automation (which they do) but instead because they hated dealing with the deficiencies of other suppliers or manufacturers' products, machines, devices, and systems. Learning from others (and occasionally their own) mistakes they created gear and a system that was easy (eZ) to use and then a global network (Axis) of where to get this automated motion (Axis).

The name says it all: eZ-Axis provides easy access to easy-to-use axis of automation from an easy-to-deal-with axis of global offices.

Gert Jan and Robert have been best friends since they first met in 2000 via ZFX Inc, the Flying Effects Company when Gert Jan was setting up ZFX Europe. They both developed automated motion products based on their needs and dissatisfaction with what products were available. Gert Jan developed the eZ-trolley and Robert the eZ-Hoist line of hoists to fill the specific needs they had.

Realizing that most other groups had similar needs they created eZ-Axis. Their business plan is very simple: they enter every business relationship with the goal of it being a long term and mutually beneficial one. They strive to work with clients who are as passionate about safety, new ideas, and quality workmanship as they are.

Sincerely,



Robert and Gert Jan



ROBERT W. DEAN, FOUNDER

Robert is a Las Vegas native who began learning the craft of flying almost 25 years ago. Starting out in the flying biz at the age of 18 as an unknown lackey (pretty much the janitor), Robert's curious nature was quickly recognized, allowing him to work his way up to apprentice. He is one of the very few people to have apprenticed directly under Peter Foy. Although grateful to learn from such a legendary pioneer, Robert felt his potential would never be fully recognized, and he left Foy to make his own mark on the flying industry.

Robert founded ZFX as what might be referred to as a "garage startup" company. He doesn't view it that way. His view is that he started something in his garage that could be a focus for his boundless creative energy. Robert is an auto-didactic polymath, who, oddly enough, hates the unnecessary use of big words. Years of persistence have paid off, and he is happily living the American Dream after having worked his way up from the very bottom. Robert doesn't care for official job titles and gives his as Janitor Emeritus. In truth he is the creative force for the company. This encompasses so many job titles that picking just one would never cover all that he does.

The desert is definitely in Robert's blood, but he realized that moving ZFX headquarters from Las Vegas, Nevada to Louisville, Kentucky was in his and the company's best interest. Louisville is where he met his lovely bride, Emily. Robert and Emily have a four-year-old son named Nevada. (Like we said, the desert is really in Robert's blood!).



GERT JAN BROUWER, FOUNDER

In 1998 Gert Jan and two colleagues founded Frontline Rigging. During the last decade he has become especially interested in the mechanical and safety aspects of rigging. Because of our mutual concerns for safety, it was a natural step to begin a partnership between ZFX and Frontline to form ZFX Europe in 2001. In addition to being the CEO of ZFX EU, Gert Jan is working successfully to certify ZFX flying systems with various European government agencies.

In the field of standardization Gert Jan is chairman of the Dutch National NEN-NNI workgroup Event Rigging. He also had a leading role as a founding member of the CWA15902 workgroup which established a European CEN Workshop Agreement for Lifting and Load-bearing Equipment within the European Entertainment Industry. In the process of transferring this CWA15902 to the European Standard CEN TC433 Gert Jan is both chairman of the Dutch delegation and voting delegate representing the Netherlands.

He has a passion for efficient and safe venue rigging, so much so that he designed the world's most efficiently rigged venues: Heineken Music Hall, Ahoy Rotterdam, and the ZiggoDome in Amsterdam. These are the most efficient, safe, and rigger ergonomic venues in the world.

Gert Jan is typical Dutchman according to his height of 192cm (6'5"), and he likes traveling around the world with his camera taking pictures of landscapes and wildlife. Back in Holland he enjoys hiking with his wife Yvonne and their dog Happy in the Veluwe forest. Their son, Robbert Jan, age 18, has just started his career in the Dutch Military. For those of you that don't speak Dutch, Gert Jan is pronounced like "Hurt-Yawn".



KIM SUGKOOK, CEO, KOREA

Kim Sugkook, CEO of Showtech Line, began his career at Samsung, where he worked in the Design Department of Samsung Electronics Research Institute, accumulating experience in various fields. He gained the title of the first Production Manager in Korea while producing the 50th Anniversary of Korean Liberation Concert, the Placido Domingo concert in Korea, and from adapting an advanced systematic production system through the Broadway production, 42nd Street. He served as technical director at the Seoul Performing Art Center. Later on, he established Showtech Line, a professional technical and production management company, which managed numerous foreign productions and developed advanced automation systems.

In 2007, Kim widened the automation field in the performance industry by using a self-developed automated stage wagon in the musical Country Boy Scat. He is considered the pioneer of stage machinery and automation, having developed and applied various techniques to what was considered the weakest part of the Korean theatre industry. In 2014, these efforts were recognized in the technical elements of the musical, Frankenstein. Under the motto "For an immortal work", he aims to contribute to the making of the best productions in the various forms of the Korean performing arts.

Although Robert always refers to him as "Mr. Kim", he and Sugkook have been fast friends since working together on Wicked in 2012.

Mr. Kim and his wife, Lee JiHae, have two children. Their 23-year-old daughter, Sooyeon, is studying Chinese in Shanghai, and their 21-year-old son, Seungjo, has just finished his military service in the Marine Corps.



SHANE MANNING, MANAGING DIRECTOR, DUBAI

Hailing from the beachside town of Wollongong, Shane is an Australian native (well, born and bred there - not an Aboriginal) who did the usual Aussie backpacker thing and left home at the age of 21 with no idea or direction in life. He ended up in London, England.

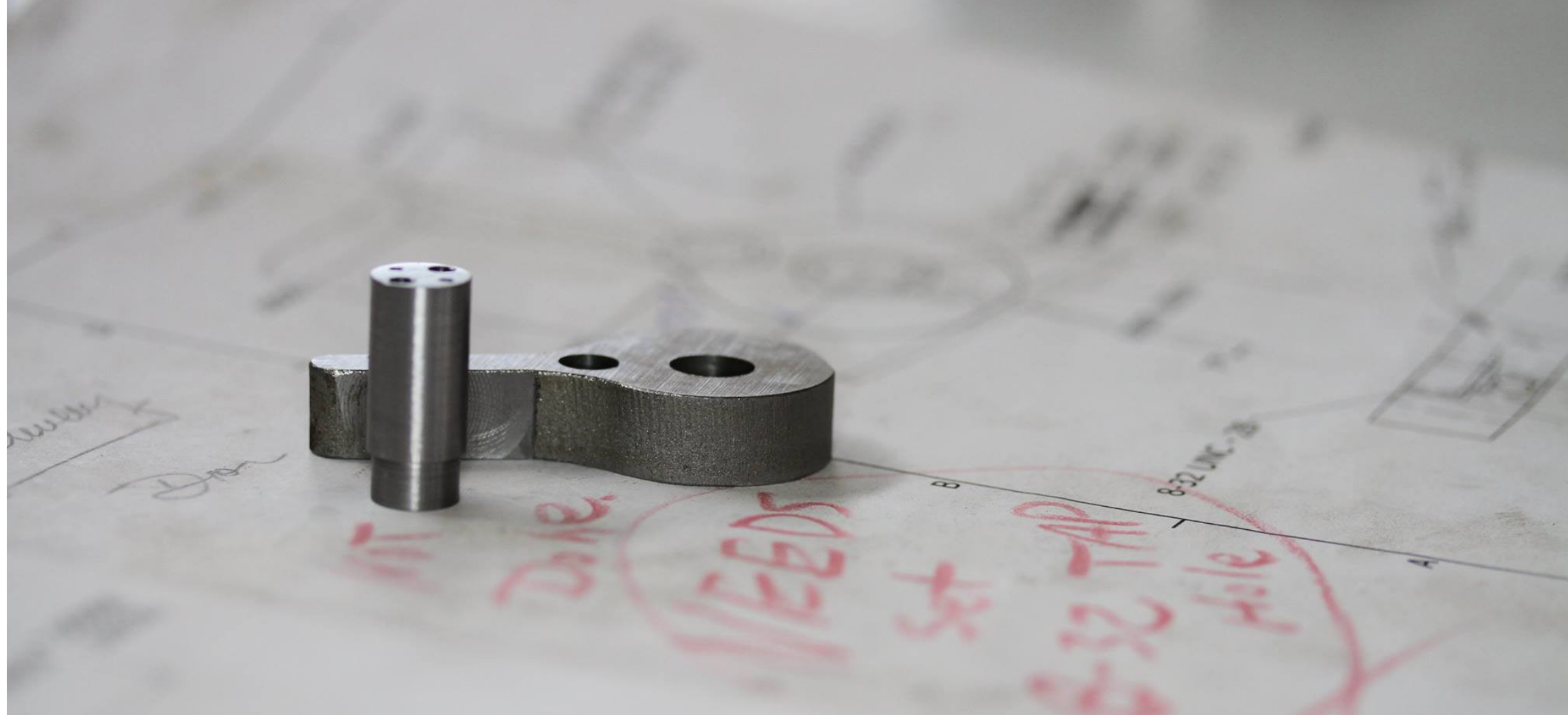
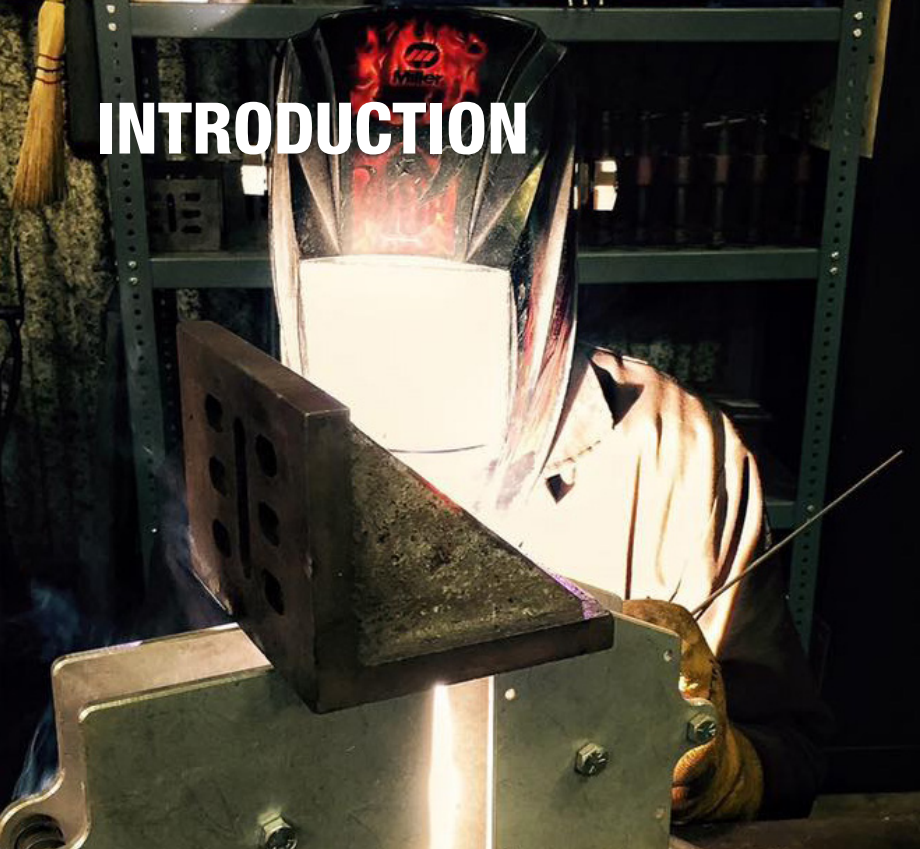
Starting out working as local crew in London, Shane quickly gravitated towards any aspect of the events industry that was off the ground and up in the air. Fast forward 16 years, and he now owns and operates TECS Event Services, a Dubai-based rigging and crew staffing company.

With very humble beginnings, TECS has gone from being just Shane wearing every "hat" within the company (rigger, accountant, cleaner, etc) to having more than 15 full time staff. He has a shared passion for performer flying and advanced automated motion along with a similar business mindset as Robert and Gert Jan. That combined with his love of wearing multiple hats is why he oversees ZFX Arabia and the eZ-Axis Dubai office.

Shane is very well imbedded in the live events scene in and around the region, and over the years he has found himself rigging for the visit of Pope Benedict XVI to Jordan, The Rolling Stones in Abu Dhabi, and some of the most elaborate Royal weddings in the world. Recently Shane and his team were responsible for rigging the X-Line, a 580m zipline over the Dubai Mall fountains right in front of the world's tallest building - The Burj Khalifa.

When not working (which is pretty rare these days) Shane tries to get out with his wife Suman and their six-year-old triplets - Zander, Zara, and Zoe - to go skating, surfing, skiing, play rugby, cycling or just play in the park.

INTRODUCTION



BACKGROUND

Informally founded in 2000 during the creation of ZFX Europe by a collaboration of Frontline Rigging in the Netherlands and ZFX Flying in the USA, eZ-Axis was formalized in 2015 with the addition of offices in Korea and Dubai to handle global automation services and rentals.

We provide both rental of automation gear and complete automation services and solutions. We design, manufacture, and customize almost all of the items in-house so we can easily provide the right solution if our stock offerings don't fulfill all of your needs.

MISSION STATEMENT

eZ-Axis is committed to providing easy access to all of its clients to the best solutions for their automation needs that are both advanced yet easy to use, leaving a permanent impression resulting in a partnership that offers quality, cost effectiveness and safety for the intended user and their team. Growing from a handful of dedicated craftsmen and artists, eZ-Axis continues to maintain our small-company attitude in spite of our global presence by treating each client (and employee) as if they were the only one. This way, we can focus on even the tiniest of details for each production.



www.zxflying.com



www.ez-axis.com



www.ez-hoist.com

UNITED STATES
611 Industry Road Louisville, KY 40208
tel: 502.637.2500 | fax: 502.637.7878

EUROPE
Veldzigt 3 3454 PW De Meern The Netherlands
tel: +31(0)30-2428280

KOREA
Jongno-gu Daehak-ro 12 Gil 64
Uniplex 6F, Seoul, Korea
tel: +82.2.569.1612-4 | Fax: +82.2.569.1615

DUBAI
Warehouse 4, Y.S.L International
Dubai Investments Park - First
Dubai, United Arab Emirates
tel: +971505592738

OVERVIEW

- + Informally founded in 2000 / Formalized in 2015
- + Offices in 4 countries on 3 continents
- + 100+ full time employees
- + Automation rental for high speed wire rope hoists, heavy duty trolleys, automated chain hoists, turntables, and stage lifts including controls, software, and consoles
- + Automation services company providing all aspects of automated motion including brilliant ideas
- + Equally experienced in Events and Theatre
- + Ample experience with what works and what doesn't - and knowing the difference
- + Provided services in over 55 countries and all 50 US states

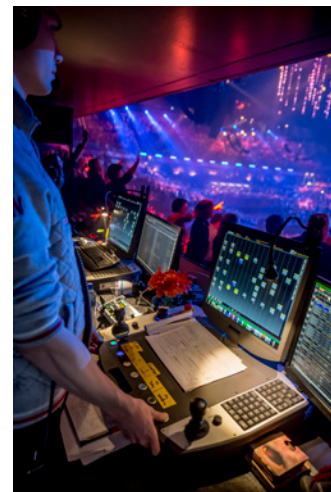


IN-HOUSE CAPABILITES

- + Industrial designers with an emphasis on all aspects of automation and rigging
- + Custom mechanical and electrical design
- + Complete on demand fabrication/ waterjet/machine shop full of real Craftsmen who take great pride in their work.
- + A company dedicated to servicing an artistic thought process
- + Fastest production time in hoist manufacturing in the entertainment world
- + Advanced Systems Integrator for SEW Eurodrive
- + Largest producer of black oxidized wire rope in the world
- + Boundless infectious enthusiasm and charming anecdotes

PRODUCTS

- + High Speed Wire Rope Hoists
- + Heavy Duty Trolleys and Tracks
- + Automated Chain Hoists
- + Scissor Lifts
- + Stage Lifts
- + Turntables
- + Deck Winches and Tracks
- + Handyblock Rigging System



STRATEGIC ALLIANCES

- + Frontline Rigging
- + Showtech Line Co. LTD
- + TECS Event Services
- + Niscon, Inc.
- + Silver State Wire Rope
- + SEW Eurodrive
- + Interat T.C.
- + iWeiss, Inc.
- + Atlanta Rigging
- ... and hopefully with you too!

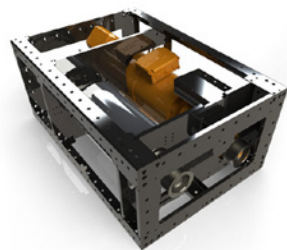


REFERENCES

- + Wicked, The Musical, Worldwide
- + Vrienden Van Amstel Rotterdam Netherlands 2012 - 2015
- + JPL, Jet Propulsion Labs (as in NASA)
- + Hangover 3
- + Imagine Dragons 2013 Tour
- + Zac Brown Band 2012 Tour
- + Eurovision Song Contest 2012, Azerbaijan
- + Soca Monarch Competition 2013 and 2015
- + FIFA Championships Closing Ceremonies, Bogota, Colombia
- + 2010 Vancouver Winter Olympics
- + Holland Heineken House Olympics, Rio de Janeiro, 2016
- + Taylor Swift, Speak Now Tour
- + Frankenstein, Seoul, 2014 - 2016
- + Uniqlo Flagship Retail Stores, Shanghai, New York City, and Hong Kong
- + Arab Idol, MBC (Middle East Broadcast Centre)

MORE REFERENCES

- + Prestonwood Baptist Church
- + Feld Entertainment - Disney on Ice
- + Dixie Stampede & Pirates Voyage
- + 2011 Country Music Awards
- + Ferrari World Abu Dhabi
- + SeaWorld, San Antonio
- + Holland America Cruise Line
- + Goodman Theatre, Chicago
- + Alley Theatre, Houston
- + Actors Theatre of Louisville
- + Mall of the Emirates
- + Lyric Opera of Chicago
- + Sight and Sound Theatres
- + Washington National Opera
- + Signature Theatre
- + Jenadriyah Festival, Saudi Arabia
- + Samsung Pavilion, Yeosu World Expo
- + New Years Eve of Jiangsu TV 2016, China





UNITED STATES

611 Industry Road Louisville, KY 40208
tel: 502.637.2500 | fax: 502.637.7878

EUROPE

Veldzigt 3 3454 PW De Meern The Netherlands
tel: +31(0)30-2428280

KOREA

Jongno-gil Daehak-ro 12 Gil 64
Uniplex 6F, Seoul, Korea
tel: +82.2.569.1612~4 | Fax: +82.2.569.1615

DUBAI

Warehouse 4, Y.S.L International
Dubai Investments Park - First
Dubai, United Arab Emirates
tel: +971505592738