

TechTown Intro Film

19 beats · 2:13 · the building, what's in it, and how it works – described, not argued.

What changed and why. The previous structure ran *millions of people have a problem → zero innovation hubs exist → TechTown is the answer*. In front of a Syrian-Saudi council that reads as a saviour posture, and it quietly writes off everyone already building in Syria.

It also contradicted the client's own words. Sinan wrote about **channels between tenants** and **collective success** – a facilitator, not a rescuer.

The problem movement is gone. The film now opens by simply saying what the place is. The statistics stay, but as market context rather than as suffering. “Zero structured innovation hubs” is cut entirely – it was the most arrogant line in the film.

2:13

RUNTIME

19

BEATS

11

ALREADY RENDERED

0

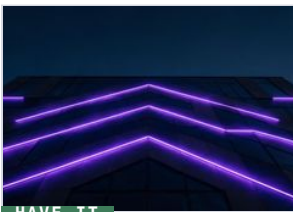
NEW AI CREDITS

■ HAVE IT – rendered, reuse as is ■ FATEH FOOTAGE – re-graded violet ■ NEW GRAPHIC – compositing only

■ RE-EDIT – same asset, new copy

I ما هو – WHAT IT IS

0:24



HAVE IT

01

0:00

6s

TechTown · Kafr Souseh, Damascus

Rendered plate. Power On stinger over it.

الواجهة والافتتاح

تيك تاون · كفرسوسة، دمشق



HAVE IT

02

0:06

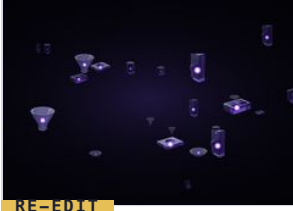
6s

A building for technology companies

Rendered. Card text is new – replaces the old problem line.

المبنى كشكل

مبنى للشركات التقنية



03

0:12

6s

ثمانية مستويات

٨ مستويات · كفرسوسة

8 levels · Kafr Souseh

Rendered field plate. **Stat card rewritten** – no longer 'nothing connects'.



04

0:18

6s

الاستقبال

٧ مليون نسمة · ١٦٠٪ تحت الثلاثين

A young, connected market

Fateh 0:06. Stat kept as **market context only** – not as a problem people suffer.

II ما فيه – WHAT'S IN IT

0:56



05

0:24

7s

الاستقبال وتي كافيه

مدخل عام · مقهى ومساحة لقاء

Reception & t-cafe

Fateh 0:18 + 0:06. Two stills in one panel.



06

0:31

7s

مساحات العمل

مكاتب مرنة ومخصصة · مكاتب خاصة

Workspaces

Fateh 1:32 · 2:10 · 2:38. Three stills.



07

0:38

7s

غرف الاجتماعات وقاعة المجلس

غرف بأحجام متعددة · شاشات عرض

Meeting rooms & boardroom

Fateh 1:56 + 2:02.



08

0:45

7s

غرفة التدريب

مجهزة بالكامل · ورش وبرامج

Training room

Fateh 2:44.



09

0:52

7s

قاعة الفعاليات

٢ JBL · بروجكتور Epson · شاشة آلية · مكسر و٢ ميكروفون

Event space + full AV list

Fateh 0:30 – the real multi-purpose space. AV list is the answer to Sinan's note.



NEW GRAPHIC

10

0:59

7s

Laboratories

Fateh 1:04 as backdrop + **spec diagram** + OPENING SOON. Not built yet – never faked.

المختبرات



NEW GRAPHIC

11

1:06

7s

Studios

Fateh 0:52 – the real **MEDIAVERSE COMING SOON** sign. The building already says it.

الاستوديوهات



FATEH FOOTAGE

12

1:13

7s

Rooftop

Fateh 3:42 + 3:56.

السطح

فعاليات وتواصل · إطلالة على دمشق

III كيف يعمل – HOW IT WORKS

0:30



HAVE IT

13

1:20

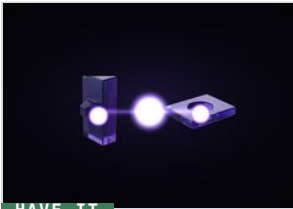
7s

Two similar companies add nothing

Rendered. No copy change.

شركتان متشابهتان

لا يضيفان لبعضهما شيئاً



HAVE IT

14

1:27

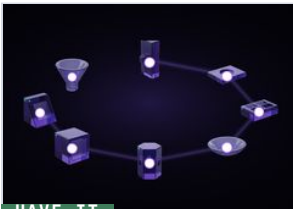
8s

Something passes between them

Rendered. The hero beat.

شركتان تتكاملان

يعبر بينهما شيء



HAVE IT

15

1:35

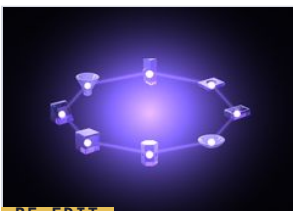
8s

Channels to collaborate

Rendered.

قنوات للتعاون

المزيد يتصل



RE-EDIT

16

1:43

7s

Qualification is casting, not screening

Rendered. Sinan's own line – stated as method, not boast.

الانتقاء

التأهيل اختيار، لا فرز تجاري



RE-EDIT

17

1:50

8s

مع المنطقة

من دمشق، مع المنطقة

From Damascus, with the region

Wording changed – 'with' not 'to'. Collaborative, not expansionist.



FATEH FOOTAGE

18

1:58

7s

الدعوة

مكان لمن يبني

A place for people already building

Fateh 2:38. New closing card.



HAVE IT

19

2:05

8s

بطاقة النهاية

نבني ما هو قادم · techtown.sy

Building what's next

Composited. No change.

No new AI generation

Already done

11 of 19 beats are rendered and paid for. The circuit, the connection, the signal and the end card all survive the restructure untouched – the tone problem was in the **framing**, not the visuals.

Compositing only

The eight space panels rebuild with Fateh's footage instead of the CGI renders. That is a swap of source images in code – roughly two hours, zero credits.

Copy rewrites

Four cards change wording. The problem-framing cards are deleted, not replaced.

Two things Fateh's footage gave us that the renders could not.

At **0:30** he filmed the actual multi-purpose event space – so the AV list now sits over the real room.

At **0:52** he filmed the **MEDIAVERSE – COMING SOON** signage. The building itself already says what our graphic says, which makes the “opening soon” treatment honest rather than a workaround.

Two decisions

The council's exact name

It appears on screen at beat 19 if you want it. Still not confirmed.

Runtime

2:13 as boarded. Beats 06 and 12 could each lose two seconds if you want it under two minutes.