



OJE Studios Rentals							Competitor 1		Competitor 2		Competitor 3		Competitor 4		Competitor 5		Competitor 6		Competitor 7		Other*		Client Cost Savings					
Category	Equipment Type	QTY	Equipment New Value	Replacement Value	Daily Rental Price	Weekly Rental Price	Daily Rental Price	Weekly Rental Price	Daily Rental Price	Weekly Rental Price	Daily Rental Price	Weekly Rental Price	Daily Rental Price	Weekly Rental Price	Daily Rental Price	Weekly Rental Price	Daily Rental Price	Weekly Rental Price	Daily Rental Price	Weekly Rental Price	Daily Rental Price	Weekly Rental Price	Average Daily		Average Weekly		Cost Savings vs Competitors	Category Cost Savings
																							Cost	Percent	Cost	Percent		
Camera Body	Z-Cam E2-S6 EF Mount	1	£ 2,082.00	£ 1,600.00	£ 25.00	£ 125.00	N/A	N/A	N/A	N/A	£ 53.75	£ 279.98	N/A	N/A	£ 7.50	£ 37.50	£ 57.50	£ 402.50	N/A	N/A	£ 55.63	55.06%	£ 341.24	63.37%	£ 59.21%			
Camera Body	Canon EOS 5D Mark II	1	£ 2,199.00	£ 349.00	£ 10.00	£ 50.00	N/A	N/A	£ 25.00	£ 100.00	£ 19.45	£ 89.18	£ 29.00	£ 125.00	£ 24.48	£ 122.40	£ 24.48	£ 122.40	N/A	N/A	£ 24.48	59.16%	£ 104.73	63.37%	£ 55.71%	57.26%		
Camera Body	Canon EOS 7D	1	£ 1,299.00	£ 149.00	£ 7.50	£ 35.00	N/A	N/A	N/A	N/A	£ 16.00	£ 73.33	£ 19.66	£ 84.97	£ 17.83	£ 73.94	£ 17.83	£ 73.94	N/A	N/A	£ 17.83	57.94%	£ 79.15	55.78%	£ 56.86%			
Camera Grip	Canon BG-E6 Grip	1	£ 249.00	£ 49.00	£ 2.50	£ 10.00	N/A	N/A	N/A	N/A	£ 5.00	£ 35.00	£ 6.00	£ 28.80	£ 5.50	£ 27.50	£ 5.50	£ 27.50	N/A	N/A	£ 5.50	54.55%	£ 31.90	68.65%	£ 61.60%			
Camera Grip	Canon BG-E7 Grip	1	£ 249.00	£ 49.00	£ 2.50	£ 10.00	N/A	N/A	N/A	N/A	£ 5.00	£ 24.99	£ 5.00	£ 24.99	£ 5.00	£ 24.99	£ 5.00	£ 24.99	N/A	N/A	£ 5.00	50.00%	£ 24.99	59.98%	£ 54.99%	58.30%		
Camera Lens	Mieke 35mm T2.1 Prime Lens	1	£ 549.00	£ 365.00	£ 10.00	£ 50.00	N/A	N/A	N/A	N/A	£ 16.33	£ 71.66	N/A	N/A	£ 16.33	£ 71.66	£ 16.33	£ 71.66	N/A	N/A	£ 16.33	38.78%	£ 71.66	30.22%	£ 34.50%			
Camera Lens	Canon 16-35mm F2.8L USM II Zoom Lens	1	£ 1,199.00	£ 689.00	£ 10.00	£ 50.00	£ 30.00	£ 120.00	N/A	N/A	£ 19.67	£ 93.00	£ 17.33	£ 74.99	£ 22.80	£ 91.20	£ 22.80	£ 91.20	£ 13.00	£ 91.00	£ 22.80	56.14%	£ 92.36	45.86%	£ 51.00%			
Camera Lens	Canon 24-105mm F4L USM II Zoom Lens	1	£ 1,289.00	£ 749.00	£ 10.00	£ 50.00	£ 25.00	£ 100.00	N/A	N/A	£ 14.67	£ 65.17	£ 16.00	£ 67.97	£ 16.00	£ 67.97	£ 16.00	£ 67.97	£ 16.00	£ 67.97	£ 16.00	53.13%	£ 72.31	48.14%	£ 50.63%	47.61%		
Camera Lens	Tamron 16-300mm F3.5L Zoom Lens	1	£ 989.00	£ 399.00	£ 7.50	£ 37.50	N/A	N/A	N/A	N/A	£ 16.00	£ 72.31	£ 16.00	£ 72.31	£ 16.00	£ 72.31	£ 16.00	£ 72.31	N/A	N/A	£ 16.00	53.13%	£ 72.31	48.14%	£ 50.63%			
Camera Lens	Samyang 8mm T3.8L Prime Lens	1	£ 259.00	£ 179.00	£ 5.00	£ 25.00	N/A	N/A	N/A	N/A	£ 8.00	£ 42.00	£ 12.00	£ 50.98	£ 8.00	£ 42.00	£ 8.00	£ 42.00	N/A	N/A	£ 8.00	50.00%	£ 46.49	46.22%	£ 48.11%			
Camera Lens	Sigma 30mm F1.8 Prime Lens	1	£ 289.00	£ 110.00	£ 5.00	£ 25.00	N/A	N/A	N/A	N/A	£ 15.00	£ 49.98	N/A	N/A	£ 15.00	£ 49.98	£ 15.00	£ 49.98	N/A	N/A	£ 15.00	66.67%	£ 49.98	49.98%	£ 58.32%			
Monitor	Shinobi Atomos 7" 4K Monitor	1	£ 525.00	£ 450.00	£ 15.00	£ 75.00	£ 45.00	£ 180.00	N/A	N/A	£ 29.00	£ 119.01	£ 29.00	£ 119.01	£ 40.00	£ 132.00	£ 32.00	£ 224.00	N/A	N/A	£ 36.50	58.90%	£ 163.75	54.20%	£ 56.55%	54.84%		
Monitor	Desview 5" HD Montior	1	£ 209.00	£ 89.00	£ 5.00	£ 25.00	N/A	N/A	N/A	N/A	£ 12.00	£ 48.02	N/A	N/A	£ 12.00	£ 48.02	£ 12.00	£ 48.02	N/A	N/A	£ 12.00	58.33%	£ 48.02	47.94%	£ 53.14%			
Lighting	GVM SD80D Spotlight	1	£ 143.99	£ 88.70	£ 8.00	£ 40.00	N/A	N/A	N/A	N/A	£ 22.00	£ 87.99	N/A	N/A	£ 22.00	£ 87.99	£ 22.00	£ 87.99	N/A	N/A	£ 22.00	63.64%	£ 87.99	54.54%	£ 59.09%			
Lighting	Manfrotto Lykos 2.0	2	£ 249.00	£ 175.00	£ 12.00	£ 50.00	£ 30.00	£ 120.00	N/A	N/A	N/A	N/A	N/A	N/A	£ 30.00	£ 120.00	£ 30.00	£ 120.00	N/A	N/A	£ 30.00	60.00%	£ 120.00	58.33%	£ 59.17%			
Lighting	Rateno LED Panel Light	1	£ 39.99	£ 20.00	£ 4.00	£ 10.00	N/A	N/A	N/A	N/A	£ 10.00	£ 39.97	N/A	N/A	£ 10.00	£ 39.97	£ 10.00	£ 39.97	N/A	N/A	£ 10.00	60.00%	£ 39.97	74.98%	£ 67.49%			
Lighting	Ulanzi Mini Camera Light	1	£ 21.99	£ 10.00	£ 2.00	£ 5.00	N/A	N/A	N/A	N/A	£ 3.00	£ 21.00	N/A	N/A	£ 3.00	£ 21.00	£ 3.00	£ 21.00	N/A	N/A	£ 3.00	33.33%	£ 21.00	76.19%	£ 54.76%	60.49%		
Lighting	RGB Lighting Pole	1	£ 17.64	£ 12.50	£ 1.50	£ 4.00	N/A	N/A	N/A	N/A	£ 2.50	£ 10.50	N/A	N/A	£ 2.50	£ 10.50	£ 2.50	£ 10.50	N/A	N/A	£ 2.50	40.00%	£ 10.50	61.90%	£ 50.95%			
Lighting	Godox TT685II Speedlight Flash	1	£ 114.00	£ 75.00	£ 5.00	£ 20.00	N/A	N/A	N/A	N/A	£ 15.67	£ 65.33	N/A	N/A	£ 15.33	£ 61.33	£ 15.33	£ 61.33	£ 15.00	£ 105.00	£ 15.33	67.39%	£ 85.17	76.52%	£ 71.95%			
Lighting	5-in-1 Reflector	1	£ 13.99	£ 4.00	£ 2.00	£ 5.00	£ 5.00	£ 20.00	£ 0.50	£ 0.50	£ 5.00	£ 15.19	N/A	N/A	£ 5.00	£ 15.19	£ 5.00	£ 15.19	N/A	N/A	£ 3.88	48.39%	£ 17.67	71.71%	£ 60.05%			
Gimbals/Steadicams	Steadicam Tiffen Pilot	1	£ 1,500.00	£ 1,200.00	£ 48.00	£ 240.00	N/A	N/A	N/A	N/A	£ 85.00	£ 500.01	N/A	N/A	£ 77.50	£ 490.00	£ 77.50	£ 490.00	N/A	N/A	£ 77.50	38.06%	£ 495.01	51.52%	£ 44.79%			
Gimbals/Steadicams	Zhiyun Crane 3S Pro	1	£ 499.00	£ 404.00	£ 20.00	£ 100.00	N/A	N/A	N/A	N/A	£ 33.17	£ 134.16	N/A	N/A	£ 31.58	£ 126.28	£ 31.58	£ 126.28	N/A	N/A	£ 31.58	36.68%	£ 172.08	41.89%	£ 39.28%	50.72%		
Gimbals/Steadicams	Zhiyun Crane 3S Pro Kit Accessories	1	£ 415.00	£ 298.00	£ 5.00	£ 25.00	N/A	N/A	N/A	N/A	£ 15.00	£ 81.97	N/A	N/A	£ 15.00	£ 81.97	£ 15.00	£ 81.97	N/A	N/A	£ 15.00	66.67%	£ 81.97	69.50%	£ 68.08%			
Batteries	Bebob V-Mount Battery	1	£ 325.00	£ 282.00	£ 4.00	£ 20.00	N/A	N/A	N/A	N/A	£ 10.00	£ 34.44	N/A	N/A	£ 10.00	£ 34.44	£ 10.00	£ 34.44	N/A	N/A	£ 10.00	60.00%	£ 34.44	41.93%	£ 50.96%			
Batteries	SmallRig V-Mount Battery	2	£ 259.00	£ 159.00	£ 5.00	£ 25.00	N/A	N/A	N/A	N/A	£ 11.60	£ 46.38	N/A	N/A	£ 11.60	£ 46.38	£ 11.60	£ 46.38	N/A	N/A	£ 11.60	56.90%	£ 46.38	46.10%	£ 51.50%			
Batteries	SWIT V-Mount Battery	1	£ 199.00	£ 139.00	£ 5.00	£ 25.00	N/A	N/A	N/A	N/A	£ 10.00	£ 49.98	N/A	N/A	£ 12.33	£ 58.83	£ 12.33	£ 58.83	N/A	N/A	£ 12.33	59.46%	£ 58.83	57.50%	£ 58.48%			
Batteries	LP-E6 Camera Battery	4	£ 99.00	£ 45.00	£ 1.00	£ 5.00	N/A	N/A	N/A	N/A	£ 5.00	£ 24.99	N/A	N/A	£ 7.50	£ 33.00	£ 7.50	£ 33.00	N/A	N/A	£ 7.50	86.67%	£ 29.00	82.76%	£ 84.71%			
Batteries	NP-F550 Camera Battery	2	£ 15.00	£ 8.00	£ 1.00	£ 5.00	N/A	N/A	N/A	N/A	£ 3.50	£ 14.00	N/A	N/A	£ 3.75	£ 14.00	£ 3.75	£ 14.00	N/A	N/A	£ 3.75	73.33%	£ 14.00	64.29%	£ 68.81%	63.91%		
Batteries	NP-F770 Camera Battery	3	£ 49.99	£ 34.00	£ 1.00	£ 5.00	N/A	N/A	N/A	N/A	£ 4.33	£ 13.32	N/A	N/A	£ 4.67	£ 17.00	£ 4.67	£ 17.00	N/A	N/A	£ 4.67	78.56%	£ 15.16	67.02%	£ 72.79%			
Batteries	NP-F970 Camera Battery	2	£ 129.00	£ 85.00	£ 1.00	£ 5.00	N/A	N/A	N/A	N/A	£ 3.75	£ 6.49	N/A	N/A	£ 3.75	£ 6.49	£ 3.75	£ 6.49	N/A	N/A	£ 3.75	73.33%	£ 6.49	22.96%	£ 48.15%			
Batteries	Venom AA Batteries (4 pack)	3	£ 12.00	£ 5.00	£ 0.50	£ 2.50	N/A	N/A	N/A	N/A	£ 2.00	£ 7.49	N/A	N/A	£ 2.00	£ 7.49	£ 2.00	£ 7.49	N/A	N/A	£ 2.00	75.00%	£ 10.75	76.73%	£ 75.87%			
Audio	Movo VXR-40 Microphone	1	£ 20.00	£ 8.00	£ 2.00	£ 10.00	N/A	N/A	N/A	N/A	£ 4.50	£ 22.19	N/A	N/A	£ 4.50	£ 22.19	£ 4.50	£ 22.19	N/A	N/A	£ 4.50	55.56%	£ 22.19	54.93%	£ 55.25%			
Audio	Saramonic UwMic15	1	£ 89.00	£ 65.00	£ 5.00	£ 25.00	N/A	N/A	N/A	N/A	£ 17.00	£ 84.98	N/A	N/A	£ 17.00	£ 84.98	£ 17.00	£ 84.98	N/A	N/A	£ 17.00	70.59%	£ 84.98	70.58%	£ 70.58%	62.91%		
Sliders/Jibs	PROAIM 6ft Camera Crane	1	£ -	£ -	£ 25.00	£ 125.00	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	£ 100.00	£ 399.98	N/A	N/A	N/A	N/A	No Data Available as part of kit					
Sliders/Jibs	PROAIM 12ft Camera Crane	1	£ 195.00	£ 156.00	£ 45.00	£ 225.00	N/A	N/A	N/A	N/A	£ 100.00	£ 399.98	N/A	N/A	£ 100.00	£ 399.98	£ 100.00	£ 399.98	N/A	N/A	£ 100.00	55.00%	£ 399.98	43.75%	£ 49.37%	48.20%		
Sliders/Jibs	PROAIM Jib Stand	0	£ 54.95	£ 38.47	£ 8.00	£ 40.00	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	No Data Available as part of kit					
Sliders/Jibs	Edelkrone sliderPlus Compact Slider	1	£ 399.00	£ 287.00	£ 15.00	£ 45.00	N/A	N/A	N/A	N/A	£ 28.33	£ 140.00	N/A	N/A	£ 21.67	£ 105.00	£ 21.67	£ 105.00	N/A	N/A	£ 21.67	30.77%	£ 122.50	63.27%	£ 47.02%			
Stands/Tripods	Light Stand (Large)	3	£ 29.00	£ 15.00	£ 1.00	£ 3.00	£ 2.50	£ 2.50	N/A	N/A	£ 5.63	£ 26.69	N/A	N/A	£ 4.53	£ 28.00	£ 4.53	£ 28.00	N/A	N/A	£ 4.53	77.93%	£ 19.30	84.45%	£ 81.19%			
Stands/Tripods	Light Stand (Small)	2	£ 7.20	£ 5.04	£ 0.50	£ 2.00	£ 2.50	£ 2.50	N/A	N/A	£ 5.00	£ 39.97	N/A	N/A	£ 3.75	£ 28.00	£ 3.75	£ 28.00	N/A	N/A	£ 3.75	86.67%	£ 21.24	90.58%	£ 88.62%	78.91%		
Stands/Tripods	SmallRig AD-100 Video Tripod	1	£ 399.00	£ 289.17	£ 5.00	£ 25.00	N/A	N/A	N/A	N/A	£ 17.00	£ 67.97	N/A	N/A	£ 17.00	£ 67.97	£ 17.00	£ 67.97	N/A	N/A	£ 17.00	70.59%	£ 67.97	63.22%	£ 66.90%			
Accessories	Camera-TV Focus Puller	1	£ 199.00	£ 179.10	£ 15.00	£ 75.00	N/A	N/A	N/A	N/A	£ 31.00	£ 124.01	N/A	N/A	£ 31.00	£ 124.01	£ 31.00	£ 124.01	N/A	N/A	£ 31.00	51.61%	£ 124.01	39.52%	£ 45.57%			
Accessories	AccSoon Wireless Transmitter (TX+RX)	1	£ 419.00	£ 335.00	£ 20.00	£ 100.00	N/A	N/A	N/A	N/A	£ 25.00	£ 119.98	N/A	N/A	£ 36.67	£ 176.66	£ 36.67	£ 176.66	N/A	N/A	£ 36.67	45.45%	£ 176.66	43.39%	£ 44.42%	55.10%		
Accessories	Tripod Dolly	1	£ 46.99	£ 26.45	£ 2.50	£ 10.00	N/A	N/A	N/A	N/A	£ 12.00	£ 35.00	N/A	N/A	£ 12.00	£ 35.00	£ 12.00	£ 35.00	N/A	N/A	£ 12.00	79.17%	£ 35.00	71.43%	£ 75.30%			

\*Other Rental companies around the UK that are very similar to the products we offer, adjusted for location pricing

<b>Total Average Daily</b>	<b>Total Average Weekly</b>	<b>Total Customer Savings</b>
<b>Percent: 58.86%</b>	<b>Percent: 57.96%</b>	<b>58.41%</b>