

AURORA

CONSULTANCY · LOGISTICS · SOURCING
CAMERA · LIGHTING · GRIP

Aurora defines the ideal equipment package for each production, then handles the logistics — crew and equipment hiring at the best available market price.

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Project: Nesquik Ads

Client: Publicis

DP: Tóth Widamon Máté

Gaffer: Halmágyi Zoltán

Shooting: 2026.07.21-22 & 2026.07.23-24

Scenario C - 1x M90(as M60/6kW) + 2x M40, 2 days, n

LIGHTING EQUIPMENT	363,208 HUF
CAMERA EQUIPMENT	360,500 HUF
TRANSPORT	40,000 HUF
FLASHBOT	0 HUF
CREW / LABOR (Lighting crew)	1,134,000 HUF

SUBTOTAL (Net):	1,897,708 HUF
VAT (27%):	512,381 HUF
TOTAL (Gross):	2,410,089 HUF

Lighting and camera packages are sourced at the best available market price — a 30% saving vs. full market rate.

The transport fee is an estimate. Optional Flashbot extras (charging, cabling) are not yet priced.

LIGHTING (2026.07.21-22, 2 days)

ARRI M-SERIES HMI + GRIP	PC	PRICE/DAY	DAYS	TOTAL
M90/60 ARRI - kit (as M60 / 6kW)	1	103,110 HUF	2	206,220 HUF
6kW HMI Bulb	1	0 HUF	2	0 HUF
M40 ARRI - kit	2	37,988 HUF	2	151,952 HUF
4kW HMI Bulb	1	0 HUF	2	0 HUF
Head to Ballast Cable for M90	1	0 HUF	2	0 HUF
Head to Ballast Cable for M40	1	0 HUF	2	0 HUF
SUPER WIND-UP steel stand w. Wheels	2	3,340 HUF	2	13,360 HUF
Truss F34 3m	2	10,019 HUF	2	40,076 HUF
Truss F34 Holder	2	2,087 HUF	2	8,348 HUF
C-Clamp	2	568 HUF	2	2,272 HUF
Cardellini/Matt Clamp	6	568 HUF	2	6,816 HUF
1.2m x 1.2m Diffusion Frame	6	1,252 HUF	2	15,024 HUF
2m x 1.2m Diffusion Frame	3	1,586 HUF	2	9,516 HUF
Floppy FLAG 120x120 (4'x4')	4	918 HUF	2	7,344 HUF
Floppy FLAG 72"x24"	2	918 HUF	2	3,672 HUF
Cable-ext. CEE 63A/400v 15m	5	2,505 HUF	2	25,050 HUF
Cable-ext. CEE 63A/230v 15m	4	2,087 HUF	2	16,696 HUF
Cable-ext. CEE 32A/230v 15m	3	2,087 HUF	2	12,522 HUF

Full market rate (Net):		518,868 HUF
Aurora saving (%):	30	155,660 HUF
Aurora rate (Net):		363,208 HUF
VAT (27%):		98,066 HUF
TOTAL (Gross):		461,274 HUF

Full market rates shown. The Aurora rate reflects the best available market price sourced on your behalf — a 30% saving.

CAMERA EQUIPMENT

CAMERA 21-22 (2 days)

	PC	PRICE/DAY	DAYS	TOTAL
DZO X-tract 18-28mm T8 Zoom FF Macro Probe	1	45,000 HUF	2	90,000 HUF
Zeiss Macro 24mm	1	30,000 HUF	2	60,000 HUF
Diopter +0.5 (138mm)	1	8,900 HUF	2	17,800 HUF
Diopter +1 (138mm)	1	8,900 HUF	2	17,800 HUF
Diopter +2 (138mm)	1	8,900 HUF	2	17,800 HUF
Diopter +3 (138mm)	1	8,900 HUF	2	17,800 HUF

CAMERA 23-24 (2 days)

	PC	PRICE/DAY	DAYS	TOTAL
DJI Focus Pro Hand Unit for Ronin 4D - kit	1	25,000 HUF	2	50,000 HUF
DJI X9 Focus Motor - kit	1	10,000 HUF	2	20,000 HUF
Cooke SP3 18mm T2.4 FF E mount	1	27,000 HUF	2	54,000 HUF
Cooke SP3 25mm T2.4 FF E mount	1	27,000 HUF	2	54,000 HUF
Cooke SP3 32mm T2.4 FF E mount	1	27,000 HUF	2	54,000 HUF
Cooke SP3 50mm T2.4 FF E mount	1	27,000 HUF	2	54,000 HUF
Steady Bag	1	3,900 HUF	2	7,800 HUF

Full market rate (Net):		515,000 HUF
Aurora saving (%):	30	154,500 HUF
Aurora rate (Net):		360,500 HUF
VAT (27%):		97,335 HUF
TOTAL (Gross):		457,835 HUF

Full market rates shown. The Aurora rate reflects the best available market price sourced on your behalf — a 30% saving.

CREW / LABOR (Lighting crew)

Role	Days	Daily rate	Total
Gaffer + Best Boy - full shoot (4 days)			
Gaffer	4	140,000 HUF	560,000 HUF
Best Boy	4	100,000 HUF	400,000 HUF
Electrician - lighting days (2 days)			
Electrician	2	70,000 HUF	140,000 HUF
Overtime - strike/wrap (2 h @ 10%/h)			
Best Boy	2	10,000 HUF	20,000 HUF
Electrician	2	7,000 HUF	14,000 HUF

SUBTOTAL (Net):	1,134,000 HUF
VAT (27%):	306,180 HUF
TOTAL (Gross):	1,440,180 HUF

Daily working time: 12 hours.

Turnaround between two working days: minimum 11 hours.

Overtime: 10% of the full daily wage per hour.

TRANSPORT

Vehicle	Days	Rental fee	Toll	Total
3.5 T truck with driver	1	40,000 HUF	0 HUF	40,000 HUF

SUBTOTAL (Net):	40,000 HUF
VAT (27%):	10,800 HUF
TOTAL (Gross):	50,800 HUF

Note: 3.5T truck with driver, estimated at 40,000/day (load-in + strike); sourced at best market price, to be confirmed.

FLASHBOT

Item	PC	PRICE/DAY	DAYS	TOTAL
Fuel / charging				0 HUF
Distribution / cabling				0 HUF
SUBTOTAL (Net):				0 HUF
VAT (27%):				0 HUF
TOTAL (Gross):				0 HUF

Flashbot not required for this scenario (3x M40 setup). Optional extras add to the total when filled in.