Rhinoworks Capability Videos

The capability videos should be produced as **six separate short-form videos**, with each video focused on one specific Rhinoworks capability.

Each video should be able to stand alone and be shared with a prospect who is specifically interested in that service.

Recommended length: approximately 45–75 seconds each

The structure should remain consistent across all six videos:

> **CAPABILITY → PROCESS → WHAT IT CAN PRODUCE → APPLICATIONS → FINISHED RESULT → CALL TO ACTION**

CAPABILITY VIDEO 01 — CNC ROUTING

PART 1 — VISUAL DIRECTION + ON-SCREEN TEXT + VOICE OVER

OPENING

VISUAL DIRECTION

Start with the CNC router and a wide shot of the machine in the workshop. Move into close-up shots of the cutting head, material and operator.

ON-SCREEN TEXT

> **CNC ROUTING**
> **PRECISION CUTTING FOR CUSTOM COMPONENTS**

VOICE OVER

> *Need accurately cut components for your next project? Rhinoworks uses CNC routing to produce precise, repeatable cuts from customer specifications.*

THE PROCESS

VISUAL DIRECTION

Show:

- Material being positioned
- CNC machine setup
- Cutting head
- Machine operating
- Operator monitoring the process
- Close-up of the cutting action

ON-SCREEN TEXT

FROM SPECIFICATION
TO PRECISION CUTTING

VOICE OVER

From preparing the material to programming and cutting, the process is controlled to produce components according to the required dimensions and design.

WHAT WE PRODUCE

VISUAL DIRECTION

Show different finished CNC-routed components and applications.

ON-SCREEN TEXT

CUSTOM COMPONENTS
PANELS | PARTS | SCREENS | FABRICATION COMPONENTS

VOICE OVER

CNC routing can be used for a wide range of custom components, panels, screens and fabrication requirements.

FINISHED RESULT

VISUAL DIRECTION

Show the finished component being removed, inspected and then, where possible, shown in its final application.

ON-SCREEN TEXT

PRECISION THAT FITS THE APPLICATION

VOICE OVER

The objective is simple: produce accurately cut components that are ready for the next stage of manufacturing or installation.

CLOSING

ON-SCREEN TEXT

CNC ROUTING
TMS – RHINOWORKS
GET IN TOUCH FOR YOUR NEXT PROJECT

VOICE OVER

Have a component that needs to be manufactured? Talk to Rhinoworks about your CNC routing requirement.

PART 2 — INTERVIEW QUESTIONS

Workshop / Technical Representative

1. *What is CNC routing and what does it allow Rhinoworks to manufacture?*
2. *What information do you need from a customer before starting a CNC routing project?*
3. *What types of materials and components can be processed?*
4. *What are some of the common applications for your CNC routing capability?*
5. *What makes CNC routing useful for customers requiring repeatable components?*
6. *What should a customer consider when preparing a drawing or specification?*
7. *What would you say to a customer who has a concept but is unsure how to manufacture it?*

CAPABILITY VIDEO 02 — CO_2 LASER CUTTING

PART 1 — VISUAL DIRECTION + ON-SCREEN TEXT + VOICE OVER

OPENING

VISUAL DIRECTION

Open with the CO_2 laser machine operating. Capture the cutting process, machine detail and finished material.

ON-SCREEN TEXT

> **CO_2 LASER CUTTING**
> **PRECISION CUTTING FOR MANUFACTURING**

VOICE OVER

> *Laser cutting provides a precise and efficient way to produce components from sheet material.*

THE PROCESS

VISUAL DIRECTION

Show:

- Material preparation
- Machine setup
- Laser cutting
- Close-up of the cutting process
- Operator monitoring the machine
- Finished sheet

ON-SCREEN TEXT

> **PREPARE**
> **CUT**
> **INSPECT**

VOICE OVER

> *At Rhinoworks, the process starts with the customer's specification and continues through machine setup, cutting and inspection.*

APPLICATIONS

VISUAL DIRECTION

Show a variety of laser-cut components.

ON-SCREEN TEXT

> **LASER-CUT COMPONENTS**
> **PANELS | BRACKETS | ENCLOSURES | CUSTOM PARTS**

VOICE OVER

> *Laser cutting can be used for everything from individual components and brackets to panels, enclosures and larger fabrication projects.*

FINISHED RESULT

VISUAL DIRECTION

Show detailed shots of clean cuts, finished components and, where available, the final application.

ON-SCREEN TEXT

> **ACCURATE. REPEATABLE. PRODUCTION-READY.**

VOICE OVER

> *The result is accurately cut material ready for bending, fabrication, assembly or installation.*

CLOSING

ON-SCREEN TEXT

> **CO_2 LASER CUTTING**
> **TMS – RHINOWORKS**

VOICE OVER

> *Have a cutting requirement? Talk to Rhinoworks about your next project.*

PART 2 — INTERVIEW QUESTIONS

1. *What types of work are best suited to CO_2 laser cutting?*
2. *What materials and thicknesses can customers approach you with?*
3. *What information do you need to quote a laser-cutting project?*
4. *What are some of the common components you produce using the CO_2 laser?*
5. *How does laser cutting benefit a customer compared with manually cutting material?*
6. *What should customers consider when preparing their drawings or files?*
7. *Can Rhinoworks assist customers who know what they want but are unsure of the manufacturing process?*

CAPABILITY VIDEO 03 — FIBRE LASER CUTTING

PART 1 — VISUAL DIRECTION + ON-SCREEN TEXT + VOICE OVER

OPENING

VISUAL DIRECTION

Strong close-up of the fibre laser operating, followed by wide shots of the machine and material.

ON-SCREEN TEXT

> **FIBRE LASER CUTTING**
> **PRECISION METAL CUTTING**

VOICE OVER

> *When precision metal cutting is required, fibre laser technology provides a highly controlled cutting process.*

THE PROCESS

VISUAL DIRECTION

Show material loading, machine operation, cutting and finished components.

ON-SCREEN TEXT

> **PRECISION**
> **REPEATABILITY**
> **EFFICIENCY**

VOICE OVER

> *Rhinoworks uses fibre laser cutting to produce accurately defined components from metal sheet and plate, according to the customer's specification.*

APPLICATIONS

VISUAL DIRECTION

Show different fibre-laser-cut parts.

ON-SCREEN TEXT

> **CUSTOM METAL COMPONENTS**
> **PLATES | BRACKETS | PANELS | PARTS**

VOICE OVER

> *This capability is suited to a wide range of industrial, commercial and fabrication applications.*

FROM CUTTING TO FABRICATION

VISUAL DIRECTION

Show laser-cut parts moving to the next stage: bending, welding, fabrication or assembly.

ON-SCREEN TEXT

> **CUT → FORM → FABRICATE**

VOICE OVER

> *Because cutting is often only the first stage, Rhinoworks can take components into further manufacturing processes where the project requires it.*

CLOSING

ON-SCREEN TEXT

> **FIBRE LASER CUTTING**
> **TMS – RHINOWORKS**

VOICE OVER

> *Speak to Rhinoworks about your next precision metal cutting requirement.*

PART 2 — INTERVIEW QUESTIONS

1. *What is fibre laser cutting and what applications is it suited to?*
2. *What materials and thicknesses can customers approach Rhinoworks with?*
3. *What makes fibre laser technology useful for precision metal cutting?*
4. *What types of components do you commonly produce?*
5. *Can laser-cut components move directly into Rhinoworks' other manufacturing processes?*
6. *What information should a customer provide when requesting a quote?*

CAPABILITY VIDEO 04 — CNC PRESS BRAKE

PART 1 — VISUAL DIRECTION + ON-SCREEN TEXT + VOICE OVER

OPENING

VISUAL DIRECTION

Show a flat sheet being positioned into the press brake, followed by the bending operation.

ON-SCREEN TEXT

> **CNC PRESS BRAKE**
> **ACCURATE BENDING & FORMING**

VOICE OVER

> *Cutting the material is only part of the manufacturing process. Many components also need to be accurately bent and formed.*

THE PROCESS

VISUAL DIRECTION

Show:

- Sheet positioning
- Machine setup
- Bending
- Operator checking the component
- Close-up of finished angles

ON-SCREEN TEXT

> **FLAT SHEET**
> **PRECISION FORMING**

VOICE OVER

> *Our CNC press brake allows flat sheet and plate to be formed into the required angles and profiles.*

APPLICATIONS

VISUAL DIRECTION

Show brackets, channels, panels, enclosures and other bent components.

ON-SCREEN TEXT

> **BRACKETS | PANELS | ENCLOSURES | FABRICATED COMPONENTS**

VOICE OVER

> *This process is used to create components for enclosures, brackets, panels and a wide range of fabricated products.*

QUALITY CHECK

VISUAL DIRECTION

Show measuring angles and dimensions.

ON-SCREEN TEXT

> **MEASURED TO SPECIFICATION**

VOICE OVER

> *Each finished component can then be checked against the required dimensions and specification.*

CLOSING

ON-SCREEN TEXT

> **CNC PRESS BRAKE**
> **TMS – RHINOWORKS**

VOICE OVER

> *From flat sheet to formed component, Rhinoworks can help take your project to the next stage.*

PART 2 — INTERVIEW QUESTIONS

1. *What does the CNC press brake allow Rhinoworks to do?*
2. *What types of components are commonly produced through bending?*
3. *What information do you need from a customer before bending material?*
4. *How important are accurate measurements and angles in this process?*
5. *Can components cut by Rhinoworks also be bent and fabricated in-house?*
6. *What are some examples of completed press-brake projects?*

CAPABILITY VIDEO 05 — PLATE ROLLING

PART 1 — VISUAL DIRECTION + ON-SCREEN TEXT + VOICE OVER

OPENING

VISUAL DIRECTION

Open with the plate rolling machine operating. Capture the material entering the rollers and gradually taking shape.

ON-SCREEN TEXT

> **PLATE ROLLING**
> **FORMING FLAT MATERIAL INTO CURVED COMPONENTS**

VOICE OVER

> *Some projects require material to move beyond a flat surface or straight fold. Plate rolling allows material to be formed into controlled curves and shapes.*

THE PROCESS

VISUAL DIRECTION

Show:

- Material positioning
- Roller adjustment
- Rolling process
- Progressive forming
- Operator inspection

ON-SCREEN TEXT

> **POSITION**
> **ROLL**
> **FORM**

VOICE OVER

> *The material is positioned and progressively rolled to achieve the required shape and dimensions.*

APPLICATIONS

VISUAL DIRECTION

Show curved/rolled components and examples of completed work.

ON-SCREEN TEXT

> **CURVED COMPONENTS**
> **CUSTOM FABRICATION**

VOICE OVER

> *This capability can support a range of custom fabrication and industrial applications where curved or rolled components are required.*

FINISHED RESULT

VISUAL DIRECTION

Show the finished curved component from multiple angles.

ON-SCREEN TEXT

> **FORMED TO THE REQUIREMENT**

VOICE OVER

> *The result is a formed component ready for further fabrication, assembly or installation.*

CLOSING

ON-SCREEN TEXT

> **PLATE ROLLING**
> **TMS – RHINOWORKS**

VOICE OVER

> *Have a project that requires rolled or curved material? Talk to Rhinoworks.*

PART 2 — INTERVIEW QUESTIONS

1. *What is plate rolling used for?*
2. *What types of projects typically require rolled material?*
3. *What information does a customer need to provide for a rolling requirement?*
4. *How do you determine the required curve or radius?*
5. *What happens after the material has been rolled?*
6. *What are some examples of components Rhinoworks can produce using plate rolling?*

CAPABILITY VIDEO 06 — COMPLETED PROJECTS

PART 1 — VISUAL DIRECTION + ON-SCREEN TEXT + VOICE OVER

OPENING

VISUAL DIRECTION

Do not open with machinery. Open with the strongest finished Rhinoworks projects. Use fast, visually impressive shots of completed products and installations.

ON-SCREEN TEXT

> **WHAT CAN RHINOWORKS MAKE?**

VOICE OVER

> *Machines are important. But the real measure of manufacturing capability is what you can produce with them.*

SHOW THE RANGE

VISUAL DIRECTION

Create a montage of different completed projects. Show:

- Decorative screens
- Enclosures
- Cages
- Brackets
- Panels
- Custom components
- Industrial products
- Architectural/fabricated items
- Other strong completed work

ON-SCREEN TEXT

> **CUSTOM MANUFACTURING**
> **FROM COMPONENTS TO COMPLETE FABRICATED SOLUTIONS**

VOICE OVER

> *Rhinoworks works across a range of manufacturing and fabrication requirements, producing components and finished products according to the needs of each project.*

SHOW THE PROCESS BEHIND THE PRODUCT

VISUAL DIRECTION

For selected projects, use a mini-story: Raw material → cutting → bending/rolling → fabrication → finished product.

ON-SCREEN TEXT

> **CUT**
> **FORM**
> **FABRICATE**
> **FINISH**

VOICE OVER

> *Behind every finished product is a combination of processes, equipment and technical skill.*

REAL-WORLD APPLICATION

VISUAL DIRECTION

Where possible, show completed projects in their actual environment. This is particularly important for:

- Enclosures
- Screens
- Cages
- Architectural products
- Industrial components
- Custom installations

ON-SCREEN TEXT

> **BUILT FOR THE APPLICATION**

VOICE OVER

> *Whether the requirement is functional, industrial, architectural or custom-built, the finished product needs to work in the environment it was designed for.*

CLOSING

VISUAL DIRECTION

End with a montage of the strongest completed projects followed by Rhinoworks branding.

ON-SCREEN TEXT

> **HAVE A PROJECT IN MIND?**
> **TMS – RHINOWORKS**
> **MANUFACTURING & FABRICATION**

VOICE OVER

> *Have a project in mind? Bring the requirement to Rhinoworks and let's explore how it can be manufactured.*

PART 2 — INTERVIEW QUESTIONS

For this video, the interview should ideally be with a Rhinoworks representative, but the questions should be answered using specific examples.

1. *What are some of the most interesting or challenging projects Rhinoworks has completed?*

2. *Can you take us through one project from the customer's original requirement to the finished product?*
3. *What manufacturing processes were involved?*
4. *What makes a project particularly challenging from a manufacturing perspective?*
5. *How does Rhinoworks approach a project when a customer knows what they want but does not necessarily know how it should be manufactured?*
6. *What types of custom projects can customers approach Rhinoworks with?*
7. *If someone is sitting with a project or manufacturing requirement right now, what should they do? — Closing*

COMMON CLOSING FOR ALL CAPABILITY VIDEOS

Where appropriate, each video should end with a consistent Rhinoworks branded frame:

TMS – RHINOWORKS
MANUFACTURING & FABRICATION
CNC Routing | CO_2 Laser Cutting | Fibre Laser Cutting | Press Brake | Plate Rolling
GET IN TOUCH
Phone | WhatsApp | Email | Website