
Animated film gets early run on SAUDIA

By **Rick Lundstrom** on November, 7 2017 | Inflight Entertainment



[Barajoun Entertainment](#) has signed a memorandum of understanding with Saudi Arabian Airlines (SAUDIA), allowing the carrier to screen *Bilal: A New Breed of Hero* inflight starting November 1.

Passengers on SAUDIA now have exclusive access to the film several months before its global release in February 2018.

Bilal is created by Barajoun Entertainment, an animation and visual effects studio in based in Dubai.

“Barajoun is born out of great passion for storytelling, art and innovative technologies, bringing to life enchanting stories and lovable characters,” said a release from SAUDIA.

Bilal: A New Breed of Hero is the first computer graphics feature film fully produced in Dubai. The movie is inspired by the story of [Bilal Ibn Rabah](#) a real person who lived 1,500 years ago. Bilal, a young boy with a dream of becoming a great warrior is kidnapped along with his sister (Ghufaira) to a land far away from home. Thrown in a world where greed and injustice rule, Bilal finds the courage to raise his voice and make a change.

Bilal is produced by Ayman Jamal and Directed by Ayman Jamal and Khurram H. Alavi. The international cast has a number of stars including: Adewale Akinnuoye-Agbaje in the role of Bilal, China Anne McClain as Ghufaira Teen, Jacob Latimore as Bilal Teen and Ian McShane as Umayya.

Bilal: A New Breed of Hero was recognized and screened at festivals worldwide; it was selected for the Palm Spring International Animation Festival (PSIAF) in California and nominated for its “Best Animated Feature” award. The title also won “Best inspiring Movie” in Animation Day at the Cannes Film Festival (2016), was nominated at the Asia Pacific Screen Award (2016) for Best Animated Feature Film, rewarded with “Best Use of Animation” at the Digital Studio Award (2017), and “Innovative Production of the Year” at the Broadcast Middle East Awards (2015).