

abeel

FILMPORTRETTEN

FOR FUNERAL PROFESSIONALS

Working with Abeel

Film portraits of a life, made from the family's own photos, videos and letters. What we make, how we use AI, what it costs and what it brings you.



Partner information · autumn 2026
abeel.studio

A film about a life, made from what the family kept.

Abeel makes film portraits: short films about someone's life, made from the family's own photos, videos, letters and recordings. We use AI as a tool. People stay in charge, and one of us approves every film. Everything made or edited with AI is disclosed in the film: every film opens with 'Made or edited with AI'.

What we use AI for

Restoring and enlarging	Taking scratches, stains and faded colour out of old photos and video tapes, and making small photos sharp enough for the screen at the funeral centre. AI fills in detail as it does so, faces included.
Bringing photos into motion	Gently: the camera moving closer, wind, light, someone looking up. What a person does comes from the photo itself or from the family's story.
Making new images	Where there is no footage, we make scenes: the street, the house, the period, a moment the family describes. We make the person only from real photos of them.
Narration	A calm Dutch narrating voice, made with AI, or the family's own words, spoken or shown as text.
Recreating a voice, only on request	If the family asks and recordings exist, we recreate the person's voice. That voice only says what the person said or wrote.

One of us checks every image to see that the people in it still look like themselves. Whatever is not right is left out.

Even with almost nothing

Many families have no footage and only a handful of photos. Those are exactly the cases we take on, as Verhaal or Film. We make those films with AI. From three photos and a letter we make new images and scenes of the person themselves. Those photos are the only reference for how the person looked, and what happens comes from the facts and the family's story. Nothing about the life itself is invented. Around the person we make the world of the time: the village, the street, the house, from public archives such as the Polygoon newsreels or with AI. We read the letter aloud with our narration voice. If the family asks and there are recordings, we recreate the person's own voice as well.

When there is no data, we make a *nabeeld*: Dutch for afterimage, the image that stays when the light has gone.

Why now

The slideshow is already there. At most funerals there is a presentation of photos with a song, often put together the night before by someone in the family. It is one of the quietest moments of the service, and seldom well made.

There is more material than ever. A shoebox of prints, a video tape nobody can play any more, thousands of photos on a phone. What is missing is someone who turns it into something to watch together.

It fits the time there is. In the Netherlands the funeral takes place no later than the sixth working day after death. Kort is ready within 48 hours of receiving the photos, Verhaal five working days after the family's approval, or within 72 hours with rush. Film belongs to aftercare.

It can be done now. Video models have only recently become good enough to set a photo in calm, convincing motion on the screen at a funeral centre. Until now there was nothing between the slideshow and a videographer at a thousand euros or more.

Kort, Verhaal and Film: three moments.

	Kort	Verhaal	Film
LENGTH	about 2 minutes	3 to 4 minutes	6 to 10 minutes
FOR	funeral card (QR code), condolence page, phones, the funeral service too	the funeral service, the gathering afterwards and the family	the family in the time after and in the years to come
WHAT IS INCLUDED	12 to 18 photos, restored and set in gentle motion, music, a title with name and dates	a 15-minute conversation, 30 to 50 photos and up to three videos, a story in chapters, the family's words or narration	research in family and public archives, a script, narration, on request a recreated voice, scenes, sound and music, a viewing on handover
THE FAMILY PROVIDES	12 to 18 photos with clearly visible faces, name and dates, a choice of music	30 to 60 photos, up to three videos, a few lines about the person, a choice of music	their archive, one or two conversations of an hour, approval of script and rough cut
CHANGES	one photo swap	one round	two rounds, regeneration included
READY	within 48 hours of receiving the photos	5 working days after approval, 72 hours with rush	in 4 to 6 weeks
FAMILY PRICE, INCL. VAT	€229	€799	from €3,570
YOUR PRICE, EXCL. VAT	€129	€499	you receive €250 we sell Film ourselves

Every tier comes as a Full HD mp4 (1080p, 16:9), the format funeral centres and crematoria play. On request we deliver the film to the venue directly. A defect on our side is always corrected free of charge. The base price of Film covers up to six minutes.

What goes into a film portrait

Many people think a film made with AI is free: one press of a button. It is not. A premium video model charges per second of footage, including every version we discard. And most of the work is done by people.

	Kort	Verhaal	Film
FOOTAGE	2 versions per image, premium (Seedance) for the opening and closing	4 versions for large motion, otherwise 2 or 3, about 60% premium	6 versions per image, nearly all premium
HUMAN WORK	about 20 minutes checking the final file	4 to 6 hours selection, story, editing	40 to 60 hours research, script, editing
EVERY FILM	restoration and enlargement of every image, one grade and grain across the whole film, and one of us watches every file before it leaves the studio		

Why Abeel

Who we are. A small studio in Leiden. We come from theatre, dramaturgy, film and AI research, and make generative video for commercial clients.

Our own tools. Our own algorithms pick the right model for each image. Part of the work runs on our own server.

Restraint. Quiet, precise, without effects: fitting for a Dutch farewell.

Premium models. For camera work and large motion, faces included: video models such as Seedance.

A director. For Verhaal and Film a professional director puts the film together and people edit it.

Clear rules. Nothing about a life is invented. New images of a person only from real photos.

A margin on every film, and no production time.

	YOU BUY AT, EXCL. VAT	ADVISED PRICE, INCL. VAT	ADVISED PRICE, EXCL. VAT	YOUR MARGIN PER FILM, EXCL. VAT
Kort	€129	€229	€189	€60 (32%)
Kort, 10-pack	€990 so €99 per film	€229	€189	€90 (48%)
Verhaal	€499	€799	€660	€161 (24%)
Film	sold directly by us	from €3,570	from €2,950	€250 per signed film, open to discussion

We invoice the list price plus 21% Dutch VAT (Kort €156.09, Verhaal €603.79) once a month, payable within 14 days. The 10-pack of Kort films is paid in advance. It stays valid for 12 months, for any family you look after, and is not refundable. Film is invoiced by us to the family. The €250 follows as soon as the family signs.

We never undercut you.
A family sees the same price on our site as with you.

A reason for the aftercare call. We offer Film in the weeks after the funeral, when there is time.

No production time. You mention it and hand over the card. We do the rest, including the family's questions.

No risk to your name.
A defect on our side, such as a wrong name, is always corrected free of charge.

Extras, excl. VAT: extra minute on Verhaal €150 · extra round of changes €90 · rush within 72 hours on Verhaal €150 · vertical 9:16 version for phones €29, included in Film · having an approved image made again after the round of changes €25 per image.

How it works for your firm

1
You mention it and hand the family the card, with a QR code and a short checklist.

2
The family sends photos and videos through a private link. For Verhaal and Film we call within one working day.

3
The family approves: for Verhaal and Film the selection and the story first, then the film.

4
We make the film. A director puts together Verhaal and Film. One of us watches every film in full.

5
Delivery through a private link, or directly to the venue. You receive one invoice each month.

GDPR and the AI Act

We put in writing with you what the GDPR (in Dutch, the AVG) requires for families' personal data. Our privacy statement lists the services we use.

What the family sends is deleted 30 days after delivery. The film stays available for download for 90 days.

Storage in the EU. Part of the production runs on AI services that also work outside the EU. For networks, Kort can be made entirely within the EU on request.

Every film opens with 'Made or edited with AI', as the AI Act requires. We show nothing to others without the family's written consent.

The pilot

We are starting with a small number of independent funeral directors. For them the first film portrait is free of charge. In return we ask for an honest judgement, yours and the family's if they wish. With the family's written consent, we make it into a case. You are not tied to anything.

Get in touch

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We answer the phone in English.



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