

CONNECT

Sondor

dft acquires Sondor Technology

RECENT PROJECTS



Editor's Voice

For the last six decades 'PRASAD' has been supporting the film industry by offering end to end services in the area of Image Capture, Processing, Enhancement and Final finishing in multiple formats for the ultimate purpose of presentation in various display devices like Digital Cinema Projectors, Television, internet and handheld devices among others. Obviously over the years the Group's bondage with the "Images" grew stronger and more intimate.

But nothing is permanent in this world. This is particularly so in the case of a manufactured product which has a definite shelf life - Film is no exception. It is sad that the works of great masters of cinema, the most beautiful and powerful Images of those classics as well as mainstream cinema which are part of our cultural heritage is either decayed or at the verge of decaying. This is an emotional issue faced not only by those who are involved in the film making process but also film enthusiasts, sociologists and academicians. Though the awareness came a bit late, it is heartening that, all over the world great efforts are being initiated in salvaging and restoring those elements of heritage. At Prasad, Film Restoration effort is an act of natural instinct. Realising the fact that Digital Technology has the ability to broaden and deepen the film restoration possibilities while improving quality and reducing cost, the management of Prasad made the first move in acquiring dft, the German company that manufactures the world famous film scanner "Scanity" and now "SONDOR", the Swiss based precision Image & Sound Digitisation company. These two crucial decisions have greatly enabled us to offer total solutions for restoration of picture as well as sound at a single point. Before closing, we thank every one at Prasad for the unstinted co operation and support and wish you all "A HAPPY AND PROSPEROUS NEW YEAR"

S.Sivaraman - Editor

Digital Film Technology acquires Sondor

sondor

Digital Film Technology (dft), a Prasad Corp Company and leading film scanning specialist, is delighted to announce the acquisition of precision Swiss image and sound digitization company, Sondor.

Both dft and Sondor's product ranges are widely used in film production and film archive facilities all over the world. This acquisition brings together two leading technology providers from the image and sound digitization fields, with the explicit intention of benefiting all film archive customers.

Simon Carter, dft's Sales and Marketing Director said: "Sondor's film sound digitization technology is highly regarded throughout the World, so we are extremely pleased that we are able to expand our range of products and services to include those from Sondor. Having worked alongside Sondor for many years, it is clear to see the benefits that this expansion will bring to the market."



William Hungerbuehler, Sondor's Managing Director added: "dft have been producing high quality film scanners for well over 75 years, including the Shadow, Spirit and more recently Scanity HDR, and they are uniquely qualified to continue on our legacy. Going forward, dft will provide stability and continuation for all existing Sondor customers, in terms of both sales and service support, and will be investing in the development of some of their product ranges."

Simon Carter added: "With Sondor, dft can now provide a wider range of technology to customers, wherever they are in the World, while simultaneously delivering highest levels of its well renowned service and support."

Face-to-face interaction with Director Balaji Mohan



Director Balaji Mohan, student of the Academy's first batch, was a special invitee for a Face to Face interaction with the students of L.V.Prasad Film & TV Academy on 20th October 2016. He is the director of successful movies such as Kaadhalil Sodhappuvadhu Yeppadi, Vaayai Moodi Pesavum and Maari.

He shared his experiences of his journey from short filmmaking to feature films with the students. Before his discussion he screened his Kathaalil Sothapuvathu Eppadi with English subtitles. Whatever happens, listen to your inner call and pursue your passion was his advice to students.

- Sivakumar Mohanan - Associate Professor - Film Direction, L.V.Prasad Film & TV Academy

Masterclass with Dhritiman Chatterjee



Dhritiman Chatterjee, the veteran actor who made his debut in Satyajit Ray's Pratidwandi (1970), recently conducted an Interactive Masterclass at L.V.Prasad Film & TV Academy.

He covered topics including what makes acting appropriate to a given storyline and genre, the kind of relationship that needs to be forged between the actor and the director, the master filmmakers under whom he worked and what he learned from his great co-actors like Amitabh Bachchan. His talk extended to a wide range from his formative experience in Bengali Cinema to his later sojourn in Hindi Cinema starting from Black (2005) to Pink (2016), his international projects such as The Man Who Knew Infinity (Great Britain, 2015) and Let Her Cry (2016, Sri Lanka). He offered valuable suggestions as to where and how an aspiring student must go about in finding place in the industry and concluded his talk with a brief introduction to his forthcoming films.

- Venkatesh Chakravarthy, Regional Director - L.V.Prasad Film & TV Academy

Best Preview Theatre Award for Prasad

The 31st edition of the MGR - Sivaji Academy Awards organized by V4 Entertainers was a glitzy affair on January 1st 2017.

Prasad Preview Theatre was awarded 'The best Preview Theatre'. Mr. Kalyana Sundaram received the award from Director K.S. Ravikumar at the function.



ARRI Workshop

ARRI conducted a workshop to demonstrate its new products exclusively for SICA members, Alumni and Students of L.V.Prasad Film & TV Academy on 16th October 2016, at the preview and 70mm theaters of Prasad Digital Film Lab, Chennai. The event attracted a large number of participants and provided useful insights and information relating to new technologies being introduced by ARRI. L.V.Prasad Film & TV Academy was the 'Venue Sponsor' for the event.



Definitely Abled



We have 16 differently abled people working in our Chennai Restoration team. Apart from their digital restoration skills, they have proved their cricketing skills at South India Level. All India Cricket Association of the Deaf, affiliated to Deaf International Cricket Council & Asia Deaf Cricket Council conducted South Zone Cricket Tournament in Hyderabad from 6th to 12th November 2016.

Though the competition was intense among 6 southern states namely Tamilnadu, Pondicherry, Karnataka, Andhra Pradesh, Telangana and Kerala, 3 of our employees who represented north and south zone ensured that Tamilnadu emerged as both winners and runners up.

Siva.S and Jesuraj playing for North Zone and Tamilnadu respectively were part of the winning team. Nandakumar.S who represented South Zone was part of the runners up team.

Let us appreciate and encourage them!

- Martin Robert, Senior Manager - People Practices

Sony Workshop

SONY conducted a workshop to demonstrate its camera PMW- F55 with a newly introduced RAW RECORDER AXS- R7 exclusively for SICA members & L.V.Prasad Film & TV Academy Alumni and Students on Sunday, 13th November 2016, at the preview theater of Prasad Digital Film Lab, Chennai. The event attracted a large number of participants and provided valuable information. A very useful interaction by the participants with the SONY representatives followed. L.V.Prasad Film & TV Academy was the 'Venue Sponsor' for the event.



Short Term Courses - Convocation Day

The weekend courses in 'Digital Cinematography', 'Digital Film Editing' and 'Direction for Film & TV' in Chennai Campus of L.V.Prasad Film & TV Academy concluded on 24th December 2016. Actor/Director Nassar joined the team and distributed certificates to the successful students in an informal function.



Training Session on Customer Handling

Everyone needs to deal and effectively handle customers in their professional roles. The customers can be both Internal and External; it is difficult to make an external customer happy without ensuring that the internal customers are innately happy and intent on making a difference. On 31st December 2016, Team Leads and Line Producers from Computer Graphics Department underwent a training session to help them serve customers better.

The session focused on Importance of Customers, Handling Difficult and Upset Customers, Fundamentals of Customer Relationship Management, Tips for better Customer Management. The enthusiastic participants had several queries and cited their own professional experience with the customers as discussion points.

The overall feedback for the session was at 82% and the participants have suggested that similar sessions be held for teams across departments. It was a good learning experience for all of us.

- Martin Robert,
Senior Manager - People Practices

Hyderabad's Pride



1. 'Little' is a hyper-local website that helps find the best deals on restaurants, movies, hotels, salons, gyms, spas and much more around you, just when you want. It launched its branding campaign at Prasads. They offer free popcorn for every user who downloads the App!
2. Gionee mobiles displayed their new models at Prasads between 7th and 9th October 2016.
3. 'Crafts and Flea Market' was at Prasads for one month displaying art, craft, fashion, jewelry, home design and vintage items.

Interactive session with Cinematographer Alagappan

Alagappan N, one of the finest cinematographers of Malayalam Cinema, conducted an interactive session for the students at L.V.Prasad Film & TV Academy, Thiruvananthapuram and shared his experience with them.



Welcome to Prasad Group

Mr.Narasimhan has joined Prasad Corporation Pvt. Ltd as Senior Manager - Finance. Narasimhan brings with him 24 years of experience in Finance & Accounts Management, Taxation Management & Treasury Management.

Mr.Suresh Kumar.C.V has joined Prasad Corporation Pvt. Ltd as Assistant General Manager - Operations. Suresh Kumar brings with him 18+ years of experience in managing BPO / Customer Service Operations, Process Management, Systems Implementation, Client Servicing, People Management & Training.

Mr.Amit Sahai has joined Prasad Corporation Pvt. Ltd as Vice President – International Business Development. Amit brings with him 18 years of experience in Domestic and International Sales, Business Development, Marketing and Channel Management.

Mr. Ravi Ethirajulu has joined Prasad Corporation Pvt. Ltd as Head – Information Technology. Ravi brings with him 19+ years of experience in Designing & Managing IT Infrastructure, Network Management, IT Service Delivery and IT Security.

Ms.A.Nirmala Rani has joined Prasad Corporation Pvt. Ltd as Regional Head - Hyderabad. Nirmala brings with her 38 years of experience in General Management and Administration.

Prasad Media Corporation Ltd., Hyderabad

D Uma Ravi Teja, Technical Assistant - Maintenance

P V Naresh, Manager - HR

M Vijay Kumar, Associate - Customer Care

SP Ravi Prakash, Associate - Customer Care

Tayaba, Associate - Concessions

B Rajitha, Associate - Concessions

P Prashanth, Associate - Concessions

M Anjaiya Ramulu, Associate - Concessions

Ch Raj Kumar, Associate - Concessions

A Suresh, Associate - Concessions

A Swamy, Associate - Concessions

B Suma, Associate - Concessions

Shaik Sai, Associate - Fun Factory

U Shiva Kumar, Associate - Fun Factory

M Sujatha, Associate - Fun Factory

M Parameshwari, Associate - Fun Factory

E Prasad, Associate - Fun Factory

B Madhuri, Associate - Fun Factory

K Sravan, Associate - Fun Factory

Behavioural Training Programme for Leads

Team Leaders (Process Leads - PL) and Quality Leads of Prasad Corporation Pvt. Ltd. underwent a one day behavioral training program called, 'IMPACT' on 11th October 2016 at Chennai.

This interactive program was conducted by Martin Robert and had the mix of input sessions, structured activities and psychometric tools to help every participant to understand the different requirements their professional roles demand, assess their own & team's current competency and how to move forward with renewed vigor in future.

Key Topics Covered: Basics of Team, GRPR Model of Team, Inter-dependence of PLs, Stages of Team Formation, Skills and Qualities required for PL, Team Leading Quotient – Psychometric Tool, Challenges faced in Team, Five Dysfunctional Aspects of Team, Different types of team playing and deployment, Motivating the team.

The overall feedback for this program was at 92%. After its success, this Phase I – Impact Training was conducted through video conferencing for 17 people at Hyderabad and 11 people at Mumbai in November 2016.

- Martin Robert,
Senior Manager - People Practices

Christmas Celebrations at Mumbai



As part of Christmas Day Celebrations Prasad, Mumbai organized a 'Secret Santa' event on 27th December 2016. Each employee had a 'Secret Santa' who gifted them something. The basic concept of Secret Santa was simple – you pick a name from the box, do not reveal the name and buy a gift for that person. The gifts are wrapped without the givers name and placed together. Each employee takes his gift and has to guess the giver's name, making the secrecy aspect the crux of this game. Of course they still get the gift if they cannot guess right and the Secret Santa reveals himself.



Restoration Team at Mumbai celebrated the completion of its First year on 21st December 2016.

Diwali Celebrations at Chennai



Diwali celebrations were on at Prasad, Chennai on 26th October 2016. People came in Ethnic Wear to add color to the festivity. "Diyas (Lamp) Decorating Team Competition" was conducted wherein the teams arranged the lamps in a creative way. "Bombing the City" game was organized and everyone participated.

Mr. K.R.Subramanian delivered the keynote address on the occasion. Best dressed men and women were awarded. The theme of 'Pollution Free- Diwali Celebration' was once again emphasized. Sweets and Savories were distributed to all the participants. The festival witnessed spirited dancing from the participants towards the end.

- **Martin Robert,**
Senior Manager - People Practices



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The next issue of CONNECT covering the months of January, February & March 2017 will be published in April 2017. Please email your articles (before 15th March 2017), news (before 30th March 2017) and suggestions to connect@prasadgroup.org