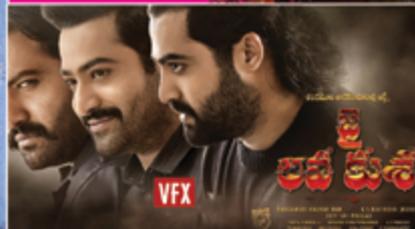


# CONNECT



L.V.Prasad Film & TV Academy  
11th Convocation Day

## RECENT PROJECTS



## Editor's Voice

The pedagogy of teaching cinema or any medium for that matter is quiet complex as these are creative arts. Teaching does not mean simply transferring what one knows. Imparting is more important - which means transferring just what is needed for the student. The inputs should be based on their attention level, absorption level and interest that creates an atmosphere of "Learning Happiness" and results in a rewarding experience of mutual respect between the student and the teacher.

In cinema much of the teaching depends on who is teaching - Like learning from the Guru. Realising this aspect L.V.Prasad Film & TV Academy is concentrating more on master classes and workshops so that the student gets maximum benefit and learn the latest Industry standards and practices.

The Masters always encourage the students to think creatively based on subjective perception that makes them unique. Our management's future endeavours in the educational service will be based on these guiding principles in the interest of offering value for money for the student community.

S.Sivaraman - Editor

## DFT revealed expansion of Film Image & Sound Scanning Range at IBC 2017

DFT revealed a range of new features for its Scanity HDR film scanner, in addition to the latest Sondor Resonances audio scanner at IBC 2017.

Originally designed to work with 35mm, DFT has now extended the WetGate's range to include capability for 16mm gauge film – therefore opening further possibilities for archive facilities worldwide. Simon Carter, Sales Director- DFT, said, "Scanity HDR was developed as a response to the requirements of the archive market. The WetGate has demonstrated remarkable results for our customers, enabling many of the issues associated with historically aged film to be addressed at the scanning stage and saving them valuable time. Adding the S16mm/16mm film gauge to its capability has been an obvious next step."

In addition to the new 16mm WetGate, DFT unveiled a range of additional file formats and transcoding deliverables in its latest Scanity software for 4K and 8K. These include the ffv1 codec which is a royalty free, lossless codec that is becoming a popular preservation format amongst professional archives for long-term storage. At IBC 2017, DFT's Scanity 4K HDR was on show using GB Labs' "Space" NAS (Network Attached Storage), which has been designed to consistently handle massive data streams, guaranteeing safe file deliverables from Scanity. Following extensive testing, GB Labs' Space solution is an ideal match for Scanity HDR, capable of speeds up to 9,000Mbytes/sec – more than enough to ensure Scanity HDR runs at optimum performance.

Alongside Scanity HDR, DFT demonstrated, for the first time since acquiring the technology at the beginning of the year, the latest Sondor Resonances Audio Scanner.

Simon Carter added: "With Sondor sound technology, DFT are now able to provide both the very best sound scanning and image scanning to its customers, wherever they are in the world, while simultaneously delivering highest levels of its well renowned service and support."

## R3Store installed Scanity HDR



Scanity HDR was recently installed at R3Store, in the UK. R3store's Film Restoration Studio ensure that memories and historical footage are preserved for generations to come; a record of how we lived & loved. Gerry Gedge, head of grading said: 'The Scanity is the best scanner I have ever used! It is fast, reliable and stable on all sorts of film and even damaged films. Warped films that we were unable to run on other scanners before have been able to run with ease on the Scanity. It makes old film look great!'

## 4th Restoration Asia Conference



SEAPAVAA, together with its international and Japanese partners including the International Federation of Film Archives (FIAP), Fukuoka International Film Festival, Fukuoka City Public Library and Japan Foundation, organized the 4th edition of Restoration Asia on 23 and 24 September 2017 in Fukuoka, Japan. The event was supported by Prasad Corporation as a Sponsor and was represented by Mr. Amit Sahai, VP - International Business Development. He presented a case study on the Restoration of the FINAS Malaysia

Documentary Project. It was attended by Technical Service Providers and Distributors from around the World. Prasad's level of Restoration Services presented was highly appreciated by the audience.

## PXD at Big Cine Expo 2017



Network208 publishers of the magazine 'Theatre World' organized the International Tradeshow and Convention for Single-Screen, Multiplex Cinemas and Malls - 'Big Cine Expo'. It was an interactive and value added platform for Theatre Owners, Design Consultants, Equipment Manufacturers, System Integrators, Project Management Professionals, Industry Stakeholders and the user community of Single-Screen and Multiplex cinema entertainment in Asia and India. PXD (Prasad Extreme Digital Cinema Network Pvt. Ltd) participated in this event that took place on 8th and 9th August 2017 at Chennai Trade Centre with a booth for showcasing its services.

## Canon Workshop



Canon launched its C700 cinema camera at Chennai and organized a special event in partnership with L.V.Prasad Film & TV Academy for members of the South Indian Cinematographers Association. Leading cinematographers including P.C.Shreeram, Rajiv Menon, K.V.Anand, Ravi K.Chandran and so many others were all together at Prasad's Preview Theater for this grand launch. Canon also organized an exclusive workshop for the students and alumni of L.V.Prasad Film & TV Academy. Canon officials included Gaurav Markhan, Ajay Saxena and representatives from Canon Japan.

## Creative Arts Education at SBOA School



L.V.Prasad Film & TV Academy conducted a 2 day course for students of SBOA School & Junior College at Chennai on Introduction to Photography. Students learnt how to use the camera to create photographs by understanding the fundamental elements that control light and the art of composition to tell compelling visual stories.

## Unity Vamrr VR Devcon

Unity's Vamrr VR Devcon, conducted a conference committed to Development, Design, Research in Virtual, Augmented & Mixed Reality, specially focusing on developing & designing immersive solutions for Automotive & Aerospace sectors on 28th July 2017 at Prasad Digital Film Labs, Chennai. L.V.Prasad School of Communication Design was the Knowledge partner for this conference.

## Pushkar - Gayathri Workshop



Recently, the Tamil feature film “Vikram Vedha” created a big impact both in box office and with the audience, getting critical acclaim. The film was appreciated mainly for its innovative narrative structure within mainstream framework. A special screening of this film with English subtitles was held at Prasad Lab Preview theatre for the students of L.V.Prasad Film & TV Academy on 5th September. This was followed the next day by an interaction with Directors duo of this film Pushkar and Gayathri with students. Sivakumar Mohanan, HOD, Direction started off the discussion by conversing with them on the film and later the floor was open to students to ask questions. Students were deeply engaged with the way both the directors articulated on various aspects of scripting and filmmaking. The session went on without break for 150 minutes. In addition to sharing their experiences they also gave useful tips to students on preparation of scripts.

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

## Prasad Corp - Restoration Team Awards

On 19th July 2017, top performers in Restoration team (Chennai, Mumbai and Hyderabad) were recognised with awards.

Rising Stars (0-6 Months): Aravindan, Praveen Kumar, Sribalaji (Chennai), Manda Sandeep, Gajjada Srikanth (Hyderabad), Kalpesh Chandramore (Mumbai)

Rising Stars (7-12 months): Salamon, Yuvaraj (Chennai), Reddy Basha Syed, Navyasri Jannu (Hyderabad), Ravindra Sonkar, Manoj Patel (Mumbai)

Employee of the Month: Saravanan. S, Subash. R, Dhana Sekar M, Srinivasan R, Selvakumar, Samuel, Dinesh Kumar (Chennai), Shiv Shankar Kumar, Anil Kumar D, R Navya, Swathi Bandaru (Hyderabad), Ajit Anant Panchal, Roshan Borade, Akash Ramane, Aniket Zore (Mumbai)

GEM of the Month: Murugan, Nagarajan.V, Sivamurugan, Saravanan Sankar, Kamalanathan, Madhan, Ramesh (Chennai), Praveen S (Hyderabad)

- Team HR

## Documentary Workshop



A combined workshop was held for students of L.V.Prasad Film & TV Academy from Thiruvananthapuram and Chennai between 18th and 22nd September 2017. Mr.P.Baburaj, National Award winning documentary filmmaker, who has more than 100 films to his credit, conducted a one-day session giving practical advise on documentary filmmaking. 24 students from Chennai and 8 students from Thiruvananthapuram formed into 4 groups and executed projects on a musician, on College of Fine Arts, on an NGO named ‘Thanal and on a Thattukada’ (night-time eatery).

## Workshop on Visual Story Telling

Mr.Prakash Moorthy, renowned animator and production designer conducted a workshop on Visual Storytelling for the first year regular students at L.V.Prasad Film & TV Academy, Thiruvananthapuram. The workshop and projects helped the students to visualize a story keeping aesthetics, creativity and economy in mind. Prakash Moorthy is a former faculty at National Institute of Design, Satyajit Ray Film & TV Institute and is currently at Srishti Institute of Art, Design and Technology, Bangalore.

- Louis Matthew, Assistant Professor, Film Aesthetics - L.V.Prasad Film & TV Academy

## Prasads - Hyderabad's Pride

### NSG, Octopus reality drill to combat urban terror

The men in black won hearts at Prasads campus on 25th September 2017. The place reverberated with “Bharat Mata Ki Jai” slogans as commandos of the National Security Guards (NSG) demonstrated dare-devilry. Dozens of commandos armed with assault rifles and pistols swung from one end of the rope to another and dropped down from top to bottom sliding on a rope. All in a jiffy to the great appreciation and the awe of the gathering.

# Hansal Mehta - Chief Guest at L.V.Prasad Film & TV Academy Graduation Day - Chennai

On the 11th Graduation Day Function of L.V.Prasad Film & TV Academy, Chennai, Mr.Hansal Mehta was the Chief Guest. The function which was held on 19th August 2017 at Prasad Digital Film Labs, Chennai, started at 4 pm to a packed house and the event was loaded with interesting information, experiences and interaction. Thirty Four students of L.V.Prasad Film & TV Academy received their Diploma Certificates from Mr. Hansal Mehta. The students as part of their final evaluation have to also create Diploma Films which are in the professional league in terms of production, technology and finishing. The quality of these films by our students in the past has been at par and even above commercially produced feature films. These films are judged by an eminent panel of Jury Members. This year 16 diploma films were produced amounting to a total duration equal to that of 2 full length feature films. This herculean task was completed in just 4 months with all the final year students participating.

**THE JURY MEMBERS FOR THIS YEAR'S AWARDS INCLUDED:** 'Wide Angle' Ravi – DoP, Rohini – Actor, Writer, Director and Social activist, Gautaman Baskaran – Journalist and Film Critic, Chezhan – Cinematographer, Writer and Director, Trotsky Maruthu – Artist, Animation professional and Writer, Vijay Rathnam – Sound Designer, Philomin Raj - Editor

## THE AWARD WINNERS

### Direction

Gold - Sachin. B for 'Chicken at Swamy's Kitchen'  
Silver - Devansh Katoch for 'Unfair'  
Bronze - Archit Goel for 'Dor'  
Special Mention – Amritanshu for 'Chahat Ke Gubbare'

### Editing

Gold - Suprajha for 'Unfair'  
Silver - Sai Maneendhar Reddy for 'Apple'  
Bronze - Sneha Menon for 'Vazhve Alai Polae'  
Special Mention - Pranav Raj for 'Uthamageetham'

### Cinematography

Gold - Prabhav Tiwary for 'One Night'  
Silver – Vishnu Murali for 'Uthamageetham'  
Bronze - Prateek Bhalawala for 'Unarrange'  
Special Mention – Aravind for 'Chicken at Swamy's Kitchen'

### Sound Design

Gold – Bhuvanesh for 'Chicken at Swamy's Kitchen'  
Silver - Vinayak Dasgupta for 'Unarrange'  
Bronze – Sudarshan for 'Sendhooram'  
Special Mention - Sai Maneendhar Reddy for 'Naa Katha'

## Graduation Day Celebrations at Thiruvananthapuram

Graduation Day for the first two batches of regular students and 3rd and 4th batches of Weekend Digital Filmmaking Course was conducted on 23rd September 2017. The chief guest of the function was Mr.Kamal, renowned Filmmaker and Chairman, Kerala State Chalachithra Academy. After distributing the certificates Kamal urged the students to fight for creative freedom. There were 10 regular students and 20 Weekend students who completed their course. Managing Director of KINFRA, Mr.Sooraj Ravindran offered felicitations. Mrs.Bina Paul - Regional Director, Thiruvananthapuram and Mr.Ravi Guptan - Regional Director, Chennai also addressed the audience.



## Convocation Day, Chennai Photo Gallery



Kavita Prasad welcoming the Chief Guest Hansal Mehta



Sivaraman giving the welcome address



Ravi Guptan - Regional Director of L.V.Prasad Film & TV Academy delivering the annual report address



Hansal Mehta giving an inspiring speech to the students



Bhuvanesh receiving the Gold Medal for Best Sound Design



Devansh Katoch on behalf of Suprajha Rajan receiving the Gold Medal for Best Editing



Chaitanya on behalf of Prabhav Tiwary receiving the Gold Medal for Best Cinematography



Sachin receiving the Gold Medal for Film Direction



K.R.Subramanian delivering the Vote of Thanks

## L.V.Prasad Film & TV Academy Alumni meet

A get together of the L.V. Prasad Film & TV Academy Alumni was conducted on 23rd September 2017, at the Prasad Film Lab campus in Chennai. For the alumni who were able to attend despite their busy schedules, it was a time of home coming recalling the days spent at the campus. All of them appreciated the fact that the Academy was trying to get the alumni together. It was suggested that a formal Alumni Association be formed. The Alumni decided to select the office bearers for their Association after a discussion with more of them. The occasion became even more memorable when Mr. Ramesh Prasad dropped in and spoke about the need to bring together the L.V.Prasad Film & TV Academy family. The meet ended on a warm note with lunch which was followed by a workshop by Canon.



## KCG Verghese Excellence Awards



The Hindustan Group of Institutions felicitated eminent personalities from various fields on 27th July 2017 at the KCG Verghese Excellence Awards Ceremony, instituted in the name of its founder as part of its golden jubilee celebrations. Mr. Ramesh Prasad was one of the Awardees. Mr. K.R. Subramanian received the Award on behalf of him from Lok Sabha MP, K.V. Thomas at a grand function held at Hotel Crowne Plaza, Chennai.

## Israel Film Archive installs Scanity HDR & Sondor Audio Scanner



Earlier this year dft installed both the latest Scanity HDR and Sondor audio scanners at the Israel Film Archive – Jerusalem Cinematheque. Israel Film Archive has been the home to the first professional digitization lab in Israel for motion picture films in accordance with international standards in the field, including digital preservation systems and management tools, to ensure the longevity and accessibility of its treasures for generations to come. “We are the proud owners of the most up-to-date scanning technology, having recently purchased a new Scanity HDR – dft’s scanner for motion picture films and a new Sondor – dft’s scanner for motion picture audio elements, including magnetic and optical soundtrack. We are looking forward to saving our cinematic heritage!” said an official spokesperson for the Archive.

## Digimage installs new WetGate



French studio, Digimage took delivery of the new WetGate for their Scanity this year. Benjamin Alimi - Hiventy Film Heritage & Post-Production said: “The WetGate system gives us the opportunity to scan the most damaged films with a state-of-the-art quality and in very secure conditions when the source material is fragile. The WetGate system enables us to restore scratches on film in an analogue way, which decreases the time spent in digital restoration afterwards.”

## Ayananka Bose Workshop



Ayananka Bose, one of the leading cinematographers of Hindi Film Industry known for his unique style in the glossy world of cinema and an equal flexibility in the visual grammar when it comes to the world of advertising, spent a day with the students of L.V. Prasad Film & TV Academy, Chennai. He advised the students that in the beginning however small the work may be, they should willingly and sincerely work on any project, ‘for you never know when this work will play a Big Role in your career’. Known for his colorful and soft lighting style, he kindly provided three rolls of Lee Filter Rolls for the use of the students. He emphasized not to leave visuals to be corrected in the C.G stage – ‘the minimum you tweak, the better is the result’.

## Welcome to Prasad Group

Suguna Prabhu, Head – Finance, Prasad Corporation Pvt. Ltd., Chennai  
Sridharan M K, Senior Manager - HR, Prasad Corporation Pvt. Ltd., Chennai  
Ravi Guptan, Regional Director - Operations, L.V.Prasad Film & TV Academy  
Senapathi Reynold, Head – Outreach Programme Operations, L.V.Prasad Film & TV Academy, Chennai  
Loganathan K, Head – Finance, Prasad Productions Pvt. Ltd., Chennai

## Prasad Media Corporation Pv.t Ltd. - Hyderabad

PV Mohan Kumar, Asst. Manager - Technical, Projection  
K Ramesh, Manager - Technical, Projection  
P Shalini, Associate - Box Office  
P Devendar, Associate - Fun Factory  
Mohit Shinde, Associate - Fun Factory  
Dudekula Jamal, Associate - Fun Factory  
D Vidya Sagar, Associate - Fun Factory  
Mir Qasim Ali, Associate - Fun Factory

A Rajendra Prasad, Associate - Fun Factory  
Mohd Abdul Aslam, Associate - Fun Factory  
B Ramesh, Associate - Fun Factory  
Md Ahmed, Associate - Fun Factory  
G Raju, Associate - Customer Care  
Abdul Aamir, Associate - Customer Care  
Ch Uday Kumar, Associate - Customer Care  
K Srikanth, Associate - Concessions  
T Rambabu, Associate - Concessions  
P Govardhan, Executive - Accounts



On 10th August 2017, Prasad Corporation in association with Rotary Club of Madras East (RCME) and Voluntary Health Services (VHS) Hospital organized a **Blood Camp**. The camp was a great success with collection of 80 units of blood from employees across all associate companies.



**Navratri Celebrations and Pooja** was organized at Prasad, Mumbai on 29th September 2017.



Restoration & DMD Teams in Chennai conducted a **Cricket Tournament**. Eight teams clashed for the title and Red Lions-International A Team won the title. Awards ceremony will follow soon.



Two weeks after the new batch started in L.V.Prasad Film & TV Academy Thiruvananthapuram with a festive feeling another festival, 'Onam' arrived. On 31st of August the students and staff came in traditional Kerala attire and created a grand Pookkalam (floral bed) on the foyer. There was a grand Onam Sadya followed by games associated with Onam - Kambavali, Uriyadi and Kaserakali.

- Louis Matthew, Assistant Professor, Film Aesthetics - L.V.Prasad Film & TV Academy



Indoor games were conducted by Restoration Team at Prasad - Mumbai in September 2017

- Team HR

Restoration Team conducted **Women's Shuttle League** in September 2017 and the league is moving towards Finals in October 2017.

- Team HR

28, Arunachalam Road, Saligramam, Chennai - 600 093. Phone : + 91 44 23764432, 23764434  
Fax : + 91 44 23764395

www.prasadcorp.com

Offices & Facilities at : Chennai | Mumbai | Bangalore | Bhubaneswar | Hyderabad  
Thiruvananthapuram | USA | UK | Germany | Japan

The next issue of **CONNECT** covering the months of October, November & December 2017 will be published in January 2018. Please email your articles (before 15th December 2017), news (before 30th December 2017) and suggestions to [info@pdfi.in](mailto:info@pdfi.in)

