

connect

Message



Dear Friends,

It gives me great pleasure to bring to you an email newsletter. We started the first Prasad Group company, Prasad Productions in 1956 and we have grown to what we are today because of the unstinted commitment of dedicated employees like you. This year 2005 we start our 50th year of operations. In the changing world of our business we are facing lot of challenges – fast changing technologies, changing business models and growing national and international competition to name a few. Prasad Group is undergoing a period of change too, in terms of outlook, positioning, technology and people. To keep our growing number of employees in India and Abroad in touch with these changes, to instill a sense of pride in the legacy of Prasad Group and to share information about the various activities between the group companies, we feel the need for such a newsletter is becoming more important than ever. The result of this thinking is “CONNECT”.

I welcome you all to go through the newsletter and take part in interacting with the team involved to make the newsletter an effective and better communication medium to benefit the group and its employees.

Thank You
A.Ramesh Prasad

EDITOR'S VOICE

Dear Friends/Readers,

Today is a great for all of us. The long cherished idea of having a group newsletter has finally materialized. “CONNECT” is in your hand, to say more appropriately in “front of your eyes - just a click away”, as it is a E-newsletter.

Well, not many of you will know that the idea of having a newsletter for our group was first mooted by Mr.A.Ramesh Prasad. If my memory goes right, more than a decade ago one fine morning he handed me a copy of the newsletter of “L.V.Prasad Eye Institute” and quipped ! ‘Sivaraman, why not we start one for the Lab?’ Although, I was excited about it, I was a little bit apprehensive. How will I go about it? My hands are full, I neither have the time nor the skill. I didn’t even have the right people around to take it forward. So the idea had it’s logical end — It was put in cold storage — Obviously, I am the culprit.

The credit for reviving this idea definitely goes to Mr. Sai Prasad. It is he who thought it is imperative to have a group newsletter as we have acquired the size & stature of a corporate company. The actual person who translated this idea into action and gave shape to it is, of course, Mr. Mohan Krishnan, our Head - Corporate Communications. But for his undying spirit and hard work, this would not have happened. He is the one who conceptualized the format, layout and content of CONNECT. At this juncture I was just wondering what made him to suggest my name as EDITOR, when he is almost doing everything. Is it because in his opinion I can add value - is it because there is no one else better suited or there are no takers for this role or is it because of my seniority in this organization and the continuity I provide — or is it because the management want to reward me for my long innings. Perhaps the last two reasons are closer to truth. Whatever may be the reason I am glad to adorn this mantle and will strive hard to live up to expectations.

The main objective of ‘CONNECT’ as its name suggests, is to connect our people who are geographically hundred of thousands of miles apart. Share our moments of prides, joy, sorrow, achievements and debacles to create a sense of belonging to the group. Ultimately to feel proud of being a member of “PRASAD PARIVAAR”.

“Knowledge is power” thus goes the old adage. In this era of information technology it is “INFO” which brings power and create wealth. In other words it is not simply your knowledge, it is “sharing of your knowledge” (Information) which is more important in todays world.

Well, my dear friends I consider each one of you as a resourceful person who have enough knowledge and experience to share and welcome you to contribute articles of any nature relevant to our growth and welfare.

Like most of you, I am looking forward to the day when you will be holding “CONNECT” between your thumb and index finger and feel the smoothness of the multicolored art paper and inhale the smell of drying ink, while reading the printed matter which is so soothing and friendly to your eyes, which will not vanish when the power goes off and the back-up fails. More than all these you can read it at your own pace while lying down in the bed, while enjoying your cup of tea, at your workplace during break, when you feel low and lazy or when you are simply bored. Do I should like championing the cause of the conventional technology by high lighting the comfort and convenience it provided and the superior aesthetics of analogue technology. If it is so, me being a film-man you can only blame my basic instinct. Before closing I would say the purpose of ‘CONNECT’ is served if you feel re-charged when you finished reading it.

SIVARAMAN
Editor, CONNECT

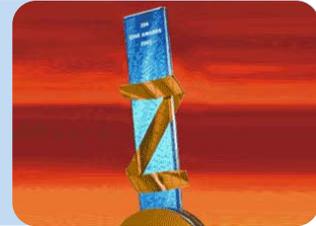
NATIONAL AWARD

Prasad Film Laboratories got the National Award for Best Film Lab 2004 from Hon'ble President of India Mr.A.P.J.Abdul Kalam.



ZEE CINE TECHNICAL AWARD

Prasad Film Laboratories, Chennai won the ZEE CINE TECHNICAL AWARD, 2004 for Best Film Lab for M.F.Hussain's MEENAXI in a glittering function held in London.



TRAINING PROGRAMME ON PRODUCTIVITY *(Prasad Film Labs, 22nd November 2004)*

On 22nd November, 2004 Prasad Film Laboratories, Chennai organised a One Day Training Programme on Productivity conducted by the Productivity Cell of the Inspectorate of Factories, Government of Tamilnadu. Workmen from various departments participated in the Training Programme which started with a Welcome Address by Mr. S. Sivaraman, General Manager (Operations) and an Inaugural speech by Mr. K.R. Subramanian, Business Head. Both of them highlighted the importance of employee training and productivity.



After the First Session, Mr. Arumugam, Joint Chief Inspector of Factories, gave a Lecture on Basic Concepts of Productivity and he explained the provisions of Factories Act and how it helps in augmenting productivity and aids as a tool in achieving the same.

After the Lunch break, Mr. Maruthaiyapillai, Deputy Chief Inspector of Factories (Testing & Safety) highlighted the importance of the role played by safety in productivity and their vital link. Mr. S. Ramamoorthy, Inspector of Factories spoke at length about the psychology factor linked with productivity and about Total Productivity Maintenance.

After the lectures, a Quiz programme was conducted for the participants and prizes were awarded to the winning team. The valuable feedback of the participants was invited. This was followed by the Valedictory function.

EYE CHECKING CAMP

M/s. Lawrence & Mayo conducted a free eye check up camp for all the employees of Prasad Group, Chennai on 10.02.2005



TSUNAMI RELIEF FUND

Mr.Ramesh Prasad donated Rs. 5 Lakhs to Hon'ble Chief Minister of Andhra Pradesh, Dr.Y.S.Rajasekhara Reddy towards Tsunami Relief Fund. Rs.5 lakhs was given to Hon'ble Chief Minister of Tamilnadu Dr.J.Jayalalitha for Tsunami Relief.



FOUNDER'S DAY

Prasad Group founder's day was celebrated grandly on 17.01.2005 at Prasad Film Labs, Chennai. Actor Kamal Haasan and Film Director K.Balachander were chief guest for the function. They shared their wonderful memories of working with our founder L.V.Prasad and spoke about his virtues. Kamal Hassan had a special word of praise for the impeccable cleanliness that is the hallmark of all Prasad facilities. Balachander unveiled the newly developed Prasad Group logo and Kamal Hassan unveiled the 50 years emblem. This was followed by a cultural programme by our Chennai employees and lunch



L.V.Prasad Film & TV Academy

Located in the sprawling Prasad Studios campus of Chennai, the L.V. Prasad Film and TV Academy will open in August 2005 to admit 10 students each in four different streams, Direction, Cinematography, Sound Recording, Editing. By mid 2006, a brand new 60,000 square feet complex would be ready. Work on this has been entrusted to the architects, Chitale & Son. Mr.K.Hariharan, noted Film Director and Academician heads the L.V.Prasad Film & TV Academy.



THE NEXT BIG THING

There seems to be a renewed optimism that this time HDTV will seize the public imagination, after a series of false starts over the years. It is not because of Broadcasters pushing it, but driven largely by consumers demand. Nobody who has seen an HD television programme could either fail to be impressed nor could they argue very strongly that HD wouldn't be adopted widely. There is an increase in the popularity of Flat panels and the prices are rapidly falling. Most of these are equipped with HDTV option. Further consumer magazines are advising to buy sets, which are HDTV ready. Adding fuel to this is the HD DVD . Once the format war is over, between the two groups of manufactures, consumers will have easy access to HDTV content. For now it looks like the HD content for the Displays will come first via HD DVD, whichever of the two competing system wins the consumer battle. Even if this is going to be delayed, consumers will be equipped with their own HD acquisition tools!! Yes, Sony has released their consumer version of HD. Both Sony and Panasonic have their professional HDTV camcorders. Sony supplies Cinealta series and Panasonic supplies DVCPRO-HD series. Sony's Cinealta series works in both 1080i and 1080p modes, whereas Panasonic DVCPRO-HD series mainly works in 720p mode. The newer SDX and SPX series outputs in all HD formats. The first Consumer model in HDTV standard is the HDR-FX1 by sony works in DVCam format at 1080 line standard.



ANANTHA KRISHNAN, Head - Tech Support & Digital Imaging Domain, EFX - Mumbai

CIRCUMSTANCES RULES FOR HUMAN BEINGS

If a Child lives with Criticism, he learns to Condemn; If a Child lives with ridicule, he learns to be shy;
If a Child lives with hostility, he learns to fight; If a Child lives with shame, he learns to be guilty;
If a Child lives with encouragement, he learns confidence; If a Child lives with security, he learns to have faith;
If a Child lives with praise, he learns to appreciate; If a Child lives with acceptance and friendships he learns to find love in the world.

RAMAMURTHY

(Negative Vault, PFL, Chennai)

PRASAD GROUP IN RECENT EVENTS

Prasad Group participated in various events of the film industry in 2004 - 2005 with the primary objective of enhancing the group's presence and leadership. Some of the events are:

India International Film Festival (IFFI), Panjim, Goa - 29th November to 9th December 2004

Prasad Group had taken up a 16 sq.m stall at the Film Bazaar and attracted many visitors.

International Film Festival of Kerala (IFFK), Thiruvananthapuram, Kerala - 10th to 17th December 2004

EFX gave a presentation on Digital Film Making focussing on recent developments and HD format. This was followed by a recent showreel on HD to film transfers. The presentation was well attended.

Experimenta

Experimenta, a festival of experimental films was sponsored by EFX in Mumbai (23 - 26, February 2005) and New Delhi (2nd to 5th March 2005). The festival attracted a very elite section of the industry and EFX made a presentation on the opportunities of digital video in experimental filmmaking with focus on HD. This festival subsequently toured Europe and will come to Chennai and Kolkata later this year.

Frames 2005

Prasad Group sponsored a session on "Making of an animated/sfx movie". This provided an excellent branding opportunity for Prasad Group. The session which included International names was one of the best sessions as acknowledged by FICCI (the organisers) and was well attended, conducted and appreciated.



WELCOME TO PRASAD GROUP

The following personnel have joined Prasad Group as on April 31st 2005

EFX - Chennai

Raghavendran, Jr. Smoke Editor, CG Dept.
Navin Kumar, Trainee- Recoring
D. Jayabalan, Project Leader, CG Dept.
Sunadara Gandhi, Jr. Animator, CG Dept.(Restoration)
Muthu Kumar, Jr. Animator, CG Dept. (Restoration)
Vasanth Kumar, Jr. Animator, CG Dept.(Restoration)
Sambandham, Jr. Animator, CG Dept. (Restoration)
Venkatesh. J, Jr. Animator, CG Dept. (Restoration)
Mathivanan, Jr. Animator, CG Dept. (Restoration)
Prasad. S, Jr. Animator, CG Dept. (Restoration)
Govindarajan, Jr. Animator, CG Dept.(Restoration)
Kiran Kumar, Jr. Animator, CG Dept.(Restoration)
Pratichi Tiwari, Manager Client Service

EFX - Mumbai

Vinit Karnik, General Manager (Sales & Marketing)
Sachin Khot, Film Conformist
Senthil Kumar, Scanning Technician
Chetan J Geakwad, Lab Trainee
Pankaj D Rasam, Lab Trainee
Daniel P Methrol, Lab Trainee

PFL - Mumbai

Chetan J Gaikwad, Lab Trainee
Pankaj D Rasam, Lab Trainee
Danial P Methrol, Lab Trainee

Prasads Family Entertainment Center, Hyderabad
Silas Kapadia, General Manager, Operations

Prasad Recording Studios, Bangalore
Gijumon T Bruce, Audio Engineer

PFL, Chennai

Krishnamoorthy.N , Executive Accounts

PVD, Chennai

N. Raghunathan, Member CG
S. Sivaramkumar, Member CG
L. Anandakumar, Trainee - Systems Admin

DI Group, USA

Marc Kolbe
Craig Mumma
Devendra Mishra – EVP Business Development
Robert Crotty – General Manager
Courtney Stephens – Director of Sales
Carmen Rivas - Accounting
Jill Salvo – Administrative Assistant/Receptionist
Kate Neumann – Coordinator – PR & Client Relations
Toby Gallo – Systems Administrator
Adam Stark – Digital Imaging Supervisor
Greg Creaser – Digital Imaging Supervisor
Jeremy Bradley – DI Editorial
Eusebio Garcia – DI Video

* Please report any names left out by mistake through e-mail to corpcom@prasadgroup.org for inclusion in the next issue

CONGRATULATIONS

L.Shanmugam and M.R.Sudhakar, Developing Department, PFL, Chennai Complete their 25 years service in March 2005

WEDDING BELLS

S.Srinivasan - Married on 14.02.2005, PFL, Chennai

G.Ganesh - Married on 27.01.2005, PFL, Chennai

BABY NEWS

Mahesh Kumar - Blessed with a baby, EFX, Chennai

Karthikeya Babu - Blessed with a baby, EFX, Chennai

PRASAD GROUP ENTERS AMERICAN MARKET



DI Group LLC was incorporated by Prasad Group in USA recently to provide Digital Intermediate services. A full fledged DI facility has just been commissioned. Devendra Mishra, an entertainment professional with rich experience from companies like Technicolor and LIVE Entertainment has joined DI Group, USA as President & CEO.



GROUP

PRASADS - Hyderabad's Pride

PRASADS Family Entertainment Center has become "The Happening Place" in Hyderabad. More than 35 Lakh people visited Prasads last year. Over 100000 children have benefited by watching educational IMAX movies like Everest, Blue Planet, Africa - The Serengeti and Into the deep.

- * PRASADS recorded the highest attendance in the world for Spiderman 2 in IMAX format. PRASADS also did the highest box office collections in the world for Spiderman 2 in IMAX format.
- * PRASADS also did the highest box office collections in the world for Harry Potter 3 in IMAX Format.
- * Exhibitions and roadshows for various products including Automobiles, Computers, Electronic goods, other consumer goods were held throughout the year at PRASADS.
- * Latest IMAX releases include Polar Express, Beauty and the Beast and Robots



News at PRASADS

- * A "Customer Care" training workshop for all the frontline staff was held by an external consultant - Ms.Savita Ben of Collosal consulting
- * Staff day was celebrated on 29th March '05. The new General Manager - Operations, Mr.Silas Kapadia was introduced to all the staff members.
- * Cultural programs were given by the staff followed by prize distribution for "Best Employee" for different departments.
 - Mr.Mallikarjun - Best Manager for Target Achievement
 - Mr.Sai Diwakar - Best Manager for Services
 - Ms.Sireesha - Best in Admin & Finance Dept.
 - Mr.Sunil Singh - Best in Sales

Prasad Group sponsors session " Making of an Animated / SFX Movie at FRAMES 2005, Mumbai

Glancing through the FRAMES schedule one session that held the most promise was the one on Making of an SFX movie. A line up that included the likes of Colin Brown, George Merkert, Tim Mc Govern, Sai Prasad and Devendra Mishra sent one's expectations sky rocketing. Did the session match expectations? It did, but for the shortage of time.



The session began with an especially created showreel that introduced the speaker to the audience. Taking to the dias first was VES Co Chair Tim Mc Govern who came prepared with a wonderful presentation on the 103 yr old history of SFX. Taking the audiences 100 years into the past Tim displayed footage from early Hollywood films that used IN CAMERA FX, coming gradually to optical printers which came about in the 1930s to VFX in the mid 80's.

Said Tim, " In the beginning all of Hollywood FX used to resemble video games. It took a long time to get breakthrough in software and come up with things like Anti Aliasing, Texturing and Chroma. The VFX industry owes a lot to the US defense department and the cold war due to which the Government put in a lot of funds to help develop faster processors and computing power. Another breakthrough was the ability to compute on more than one processor simultaneously"



Next to take the dias was Colin Brown, Chairman of Cinesite, A Kodak Company, who was knighted by Devendra Mishra as 'Sir' Colin Brown. Colin whose company Cinesite has worked on the FX for all the Harry Potter movies presented a splendid case study on the FX in King Arthur. Explaining processes such as Pre Planning, Pre Visual and Pre Production, Colin presented the famous Ice Lake Battle scene from the film. The amazing 5 minute sequence which has a battle waged on a frozen lake, has underwater camera shots showing the footsteps of the warriors and took Cinesite 6 months to complete. At the end of the session 'Sir' Colin

Brown played a clip from Harry Potter and urged the overwhelmed audience that, "You should be doing the same stuff in India"

George Merkert stressed on the importance of managing FX production pipelines, which according to most of the international experts was the difference between Hollywood and Bollywood. Of course the budgets are quite disparate too.



Prasad group Director Sai Prasad then elaborated on Digital Intermediate and how DI was changing the way FX were executed. "The future" said Sai, "belongs to DI and soon every producer will include DI in his budgeting"

Prasad Labs chief colorist Ken Metzker then did a short case study on Kisna and the way color was managed in the DI shot by shot.

An extremely interesting session, the masterclass on making of an SFX movie had the audience wishing for more.

- as reported by Animation 'Xpress



PRASAD GROUP IN THE MEDIA



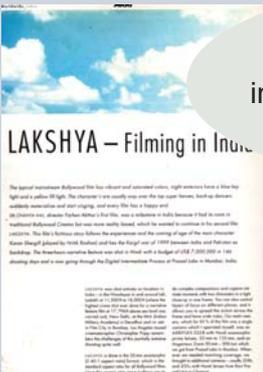
“The Polar Express” is worth a ticket on Charminar Express that takes you to the IMAX theatre at Prasads, Hyderabad.
THE HINDU, FRIDAY REVIEW, Chennai, February 11, 2005

The Co-CEO and Co-Chairman of IMAX corporation, Richard L. Gelfond and Mr. Ramesh Prasad at a press conference in Hyderabad.
THE HINDU, December 4, 2004



"2004 will be most remembered for... the emergence of India as a force to reckon with in animation and post production, and the introduction and implementation of the DI process in the Indian Film Industry.
Sai Prasad, CEO, Prasad EFX - Asia Image

The Union Minister for Information and Broadcasting, Mr. S. Jaipal Reddy, the Chief Minister, Mr. Manohar Parrikar, Mr. Ramesh Prasad and the CII Entertainment Committee co-chairman, Mr. Bobby Bedi going around the film bazaar after inaugurating it at Kala Academy during the IFFI, Goa
Navhind Times, December 1, 2004



Case study of Lakshya was featured in the **ARRI magazine** crediting EFX for the DI Process

RECENT ADVERTISEMENTS BY PRASAD GROUP

Congratulates Sivaji Productions on their Golden Jubilee

Celebrating 50 glorious years together

Driven by similar values, ethics and business principles we cherish our association over the years with Sivaji Productions.

Prasad Productions Pvt Ltd, Prasad Film Laboratories, Prasad Video Digital, EFX, Prasad Studios, Prasad Digital Audio, Di Group, Prasad Recording Studios, Prasad Media Corporation Ltd, Digital Cinema Entertainment, LV Prasad

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experiment...

...with the changing face of post production

Prasad Group

THE NAME BEHIND YOUR FAVORITE

50 YEARS OF DEDICATION AND SERVICE

Do you know...

...who provides the camera, lights and all such equipment to shoot films...

...who processes, prints and brings your favorite television to life on the screen...

...who does the special effects that mesmerize you...

...who records and mixes the thundering music that jolts you...

...who makes the difference in those memorable ad-commercials on tv and theatre...

50. Do you know who brings the world's greatest cinema experience - an IMAX theatre to experience, along with a 5 screen multiplex, shopping arcade, entertainment zone, food courts...

...to short do you know we touch your entertainment experience every day?

Prasad Group

Prasad Video Digital, Prasad Studios, Prasad Digital Audio, Di Group, Prasad Recording Studios, Prasad Media Corporation Ltd, Digital Cinema Entertainment, LV Prasad

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Passion drives us

50 YEARS OF DEDICATION AND SERVICE

Our passion for entertainment spans back to 1959 years. Fifty glorious years in which we have grown from strength to strength to become Asia's largest post production house.

Digital Intermediates
 Film Lab Services
 Tape to Film
 Visual Effects
 Audio
 Telecine
 HD Post
 DVD Authoring
 Digital Optics & Titles
 Outdoor Equipment Hire

Prasad Group

Prasad Video Digital, Prasad Studios, Prasad Digital Audio, Di Group, Prasad Recording Studios, Prasad Media Corporation Ltd, Digital Cinema Entertainment, LV Prasad

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1929 European Film

DIGITAL FILM RESTORATION
 from Asia's largest post production facility

We have 50 years of experience specialising in every sphere of film post production. Our competitively priced services coupled with a professional team are your ideal choice for Digital Film and Video Restoration in the Asian region. We can output to any media/format including film. Several feature films have been restored by us to their pristine glory. We are known for our excellent care of negative and many major films from around the region are preserved in our state-of-the-art storage facilities.

Prasad Group

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