

connect

EDITOR'S VOICE



Our Founder Shri.L.V.Prasad was a "visionary" in every sense of the word. How else can one describe a man who realized his vision of establishing world class infrastructure for film making from scratch within his lifetime? What other words can we think of to portray the man who showed his magnanimity in establishing L.V. Prasad Eye Institute to care for the vision of the poor of India? There can be no second opinion about the fact that, it is these acts of kindness, benevolence and sense of social responsibility of truly great business leaders and great souls like our founder which has inspired the present day corporates to follow what they call CSR (Corporate Social Responsibility) Policy, which is becoming an Industry Standard. It is heartening that TANA (Telugu Association of North America) recognized the contributions of L.V. Prasad Eye Institute to the society by honoring Mr. Ramesh Prasad with an award at its 17th Convention at Chicago.

Another moment to cherish in this eventful quarter was the screening of the digitally restored version of "The Red Shoes" at CANNES this year. Warner Brothers Motion Picture Imaging and Prasad Corporation (EFX) collaborated to accomplish this magnificent and mammoth job. It has definitely added one more feather to our cap.

Before closing, "Nothing Succeeds Like Success". Now that 'Love Aaj Kal' and 'Kaminey' (shot in Panavision and processed by Prasad Film Labs, Mumbai) are poised for a roaring success, the Mumbai Film Industry is looking up, giving signs of greater things to come in general and for Prasad Group in particular.

S.Sivaraman, Editor

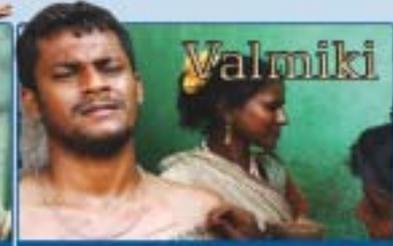
RECENT PROJECTS AT PRASAD GROUP



VFX - EFX, Chennai & Hyderabad



Lab Services - Prasad Film Labs, Mumbai
Camera - Prasad Panavision, Mumbai



Lab Services - Prasad Film Labs, Chennai



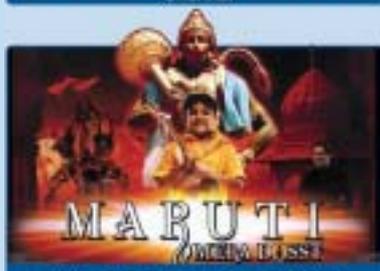
Audio - Prasad Recording Studios, Chennai



Lab Services - Prasad Film Labs, Hyderabad



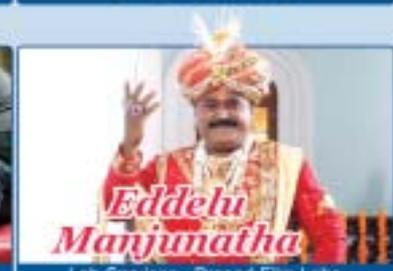
DI - EFX, Hyderabad



VFX & DI - EFX, Mumbai & Chennai



DVD Authoring
Prasad Video Digital, Chennai



Lab Services - Prasad Film Labs, Bangalore



Lab Services - Prasad Film Labs, Thiruvananthapuram



Lab Services - Prasad Film Labs, Bhubaneswar



VFX & DI - EFX, Chennai

TANA CONVENTION, CHICAGO, USA



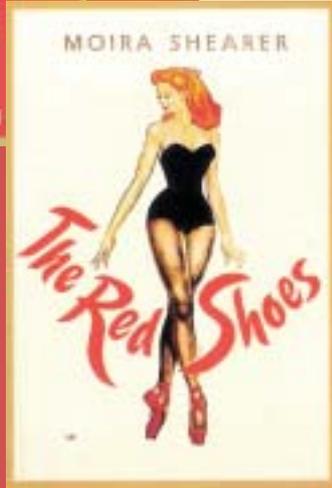
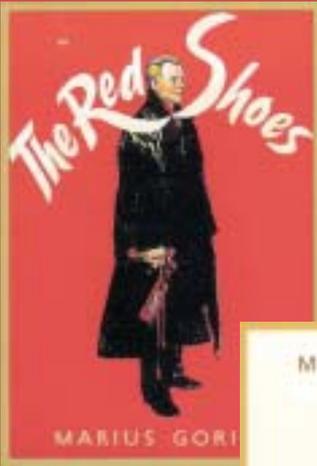
TANA (Telugu Association of North America) launched its 17th convention on July 2, 2009 at Rosemont Convention Center near Chicago honoring Mr.Ramesh Prasad with an Award for his Contribution to the society through L.V.Prasad Eye Institute, where 250,000 eye surgeries have been performed in the past and 50% of them free of all charges. Mr.Ramesh Prasad in his acceptance

speech recollected the vision of his father Shri.L.V.Prasad and his initiative in setting up the L.V.Prasad Eye Institute, which is today a World Health Organization Collaborating Centre for Prevention of Blindness.

L.V.PRASAD - PHALKE AWARD



Veteran Producer Surinder Kapoor was honored by the Dadasaheb Phalke Academy as the senior most producer of the Indian film Industry on 4th May 2009 to mark the 140th birth anniversary of Dadasaheb Phalke. Mr.Surinder Kapoor, who has produced many blockbuster movies including Mughal-E-Azam was felicitated and presented the L.V.Prasad - Phalke Award by Mr.Ramesh Prasad.



“Why do you want to dance?”
“Why do you want to live?”



“Over the years, I’ve thought a lot about that exchange from The Red Shoes. It expresses so much about the burning need for art, and I identified with that feeling the very first time I saw the picture with my father.

...passion drives every single, extraordinary moment of The Red Shoes, and it’s what makes the film’s glorious Technicolor images so forceful and moving, now restored to their full, shimmering beauty.”

MARTIN SCORSESE
Founder and Chair,
The Film Foundation



“176 shots contained color flickering, mottling and ‘breathing’ because of uneven development and chemical staining; seventy sequences contained harsh optical effects with excessive contrast; and throughout

there were thousands of visible red, blue and green specks caused by embedded dirt and scratches. Worst of all, mold had attacked every reel and begun to eat away the emulsion, leaving behind thousands of visible tiny cracks and fissures.

Extensive digital restoration was the only practical solution. Warner Bros. Motion Picture Imaging and Prasad Corporation Ltd. were chosen to undertake the immense task of digitally scanning 579,000 individual frames directly from the three-strip camera negatives, re-registering the colors, removing visible specks and scratches, mitigating color breathing, solving contrast issues, performing shot-to-shot color correction, and finally recording all 134 minutes back to 35mm Eastman color internegative stock.”

ROBERT GITT
Preservation Officer,
UCLA Film & Television Archive



ARENA ANIMATION ACADEMY STUDENTS VISIT



A group of 25 Students from Arena Animation Academy, Kilpauk, Chennai visited Prasad Group Facilities on 26th May 2009. They interacted with members of L.V.Prasad Film & TV Academy on the education scenario in the film industry. The purpose of the visit was to help students better understand how theoretical knowledge is applied on practical grounds and also to gain an overview of the scope of this industry and the services of Prasad. Prasad Faculty included M/s. Ponnaiyan, Ganesh (PFL), Hariharan (L.V.Prasad Film & TV Academy), Louis Babu (Prasad Recording Studios).

LOVE AAJ KAL - SHOT IN PANAVISION

The recent release 'Love Aaj Kal' shot with Prasad Panavision's Millennium XL Cameras and Lenses depict two different eras in the film wonderfully bringing out the superior quality of the optics. **Cinematographer N.Nataraja Subramanian, popularly known as 'Natty'** was on a telephone interview with us.

Hi Natty, How did you get exposed to the World of Panavision?

Lot of foreign films are shot in Panavision. 10 – 15 years back it was a dream to work in Panavision. You see any great film; it would have been shot in Panavision. Eventually thanks to Prasad Group, Panavision came to India. It is a user friendly camera and every DoP's first and foremost preference goes to Panavision. The camera is very comfortable in terms of usage, strength, lenses and the image quality is really interesting. You can see it in both my films – Jab we Met and Love Aaj Kal, both shot on Panavision Primo Lenses.

Any incident you recollect while shooting Love Aaj Kal especially outdoors, where lenses helped you to innovate.

Every day was an incident. You see the film and you understand the way the treatment was in London and the way it was in US and then in India. You can see three different textures happening there.

For the future will you be having Panavision in mind...?

Yes. If I find another interesting script, like you know, one kind of soft mood, I will do it in Panavision. If a hard kind of mood comes on, that also I will do it in Panavision!

What was the experience working with Prasad Panavision's Camera Crew?

It was very nice. The camera crew should work according to the taste of the Cameraman. I want everything faster as time is money for the production. The Prasad Panavision team was great in that way and understood these important things.

What do you have to say about Prasad Group in general?

They are superb. They have come out with experiments, with all the new equipments, they are having a hi-tech lab, they have got all the facilities and they work hard. They are one of the top lab and post production facilities available. The experience was Superb, Fantastic and Mind Blowing as always.



Panavision Camera Testing & Calibration Bay at Prasad Panavision, Mumbai



An Interview with Mr. Edward Sheppard, Camera Technician, Prasad Panavision

Can you tell us about your association and experience with Panavision?

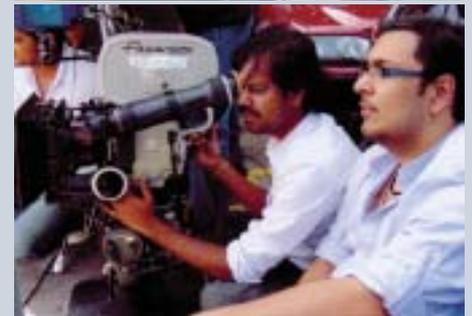
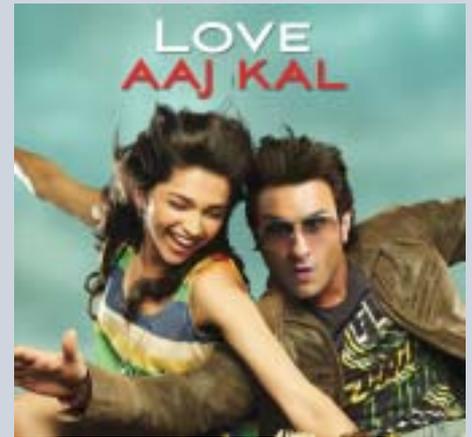
I joined Panavision Canada and been with them for nearly 10 years. I have been on the sets for some of the biggest Hollywood films that have been shot in Canada including The Incredible Hulk, X-Men, Driven, The Love Guru, Blindness and many more...

Is Special training required to service the Panavision equipment?

Because of the complexity of the equipment, special training should be provided to technicians to maintain the equipment, lenses and optics in the same condition it was designed at the factory. As for the people who use the Panavision Cameras, no special training is needed as the equipment is designed to be used as easily as possible.

How similar or different is the Panavision Gear from other camera manufacturers?

Panavision only rents out Cameras, so the focus of Panavision business is on service and support. The other Camera manufacturers do not support the Cameras the way Panavision does - they tend to let the camera rental houses provide backup.



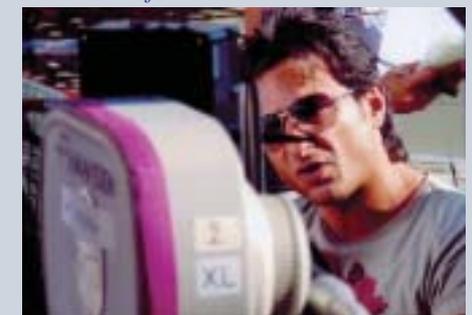
Cinematographer Natty with the Panavision Camera, Producer Dino Vijan looks on



Director Imtiaz Ali checks the frame



Love Aaj Kal Camera Team with unit members of Illuminati Films in London



Saif Ali Khan with Panavision Camera

PRASADS - HYDERABAD'S PRIDE, CELEBRATES 6TH ANNIVERSARY

It was celebration time all around at Prasads Multiplex and IMAX theatre on 26th July 2009 when the 6th Anniversary of the complex was celebrated with a Cricket Match, Rangoli, Singing Competition, Dance Competition and Awards Galore! The senior Management, Managers and Staff of Prasads played a Cricket tournament. Due to rain the Finals of the tournament was cancelled and both the finalists, Management team and Concessions team, were announced as Winners.



Congratulations to the Winners.



*Dance Competition
Ram Babu of Concessions*



*Singing Competition
Chakrapani of Projection*



*Rangoli Competition Vijayalakshmi
and Sangeetha of BoxOffice*



*Best Employee of the Year, Box Office
Don Bosco*



*Best Head of the Department
Shanthy Latha of House Keeping*



*Best Employee of the Year,
Fun Factory - Prabhakar*



*Best Employee of the Year,
Concessions - Shivshanker*



*Best Employee of the Year,
Customer Care - B.Masthan*



*Best Employee of the Year,
Maintenance - B.Yadaiah*



*Best Employee of the Year,
Finance & Admin - Shobha Rani*



*Best Groomed Person - Male
Syed Jani Miya*



Best Supervisor - Rekha



*Best Employee of the Year,
Security - Mosin*



*Best Attendance - Krishna Murthy
Kishan, Sales & Marketing*



*Best Employee of the Year,
Projection - Shiva Prasad*



*Best Supporting Officer-
T. Ramakrishna, Concessions*

Man of the Match - A Santosh, Fun Factory A Vs Fun Factory B

Man of the Match - K Ramu, Customer Care Vs Box Office

Man of the Match - Srikanth.T,
Projection Vs Management

Man of the Match - B Srinivas,
Concessions Vs Maintenance

Man of the Match(SemiFinals) - Williams,
Fun Factory B Vs Concessions

Man of the Match(SemiFinals) -
Chaitanya, Management Vs Box Office

Man of the Series - Joint Winners
T Srikanth and Williams

Cricket Tournament



SCREENWRITING WORKSHOP

K. Hariharan, director of LV Prasad Film & TV Academy was the Academic Head of the Screenwriting Workshop sponsored by Mr. Kamalhassan at the IIT campus in Chennai. As a sequel to that workshop Kamalhassan announced the making of 30 short films, selected from scripts submitted by participants of the workshop. The Academy and Prasad Labs played host to this event in our screening theatre on 19th June 2009. The crowning achievement of this event was the presence of the renowned screenwriter Mr Jean Claude Carriere who has written for masters like Luis Bunuel and Michael Haneke. Mr. Carriere also has the distinction of writing the script for the stage and the TV version of 'The Mahabharata' directed by Peter Brook. All students of the Academy were fortunate to listen to these two stalwarts as



they expressed their deep desire to encourage the tradition of short filmmaking and the importance of making all our films socially and aesthetically relevant at the same time. Mr.KR Subramanian and Mr. Sivaraman welcomed the guests with fragrant rose bouquets. The media that had gathered for the event was unprecedented and made the page 3 news in almost all papers and magazines!



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PIVOT ANIMATION STUDENTS VISIT

A group of 25 Students from Pivot Animation, an Animation training service provider, Chennai visited Prasad facilities on 23rd July 2009 to get a detailed view of the post production industry and work flow . This one day visit enabled students to observe and understand the various functions and services offered by a post-production company. Prasad Faculty included M/s. Ponnaiyan, Ganesh (PFL), Ranjith Shankaran (L.V.Prasad Film & TV Academy), Louis Babu (Prasad Recording Studios), Kumar (Film Edit), Bolan (EFX).



ARENA ANIMATION 11th ANNIVERSARY

One had to actually be there to believe and experience the electricity and euphoria that more than 5500 youngsters can generate as they celebrated the 11th anniversary of Arena Animation, Dilsukh Nagar, Hyderabad on 19th July 2009. The chief guest and guests of honor included Shelley Page of Dreamworks, Mohan Krishnan of Prasad Group, Sesa Prasad of Rhythm & Hues and Anand Gurnani of Animation Xpress. Mohan Krishnan gave a detailed presentation on the decades old journey of Special Effects from the pre-computer days in Indian cinema.



HEALTH TIP - POTATO

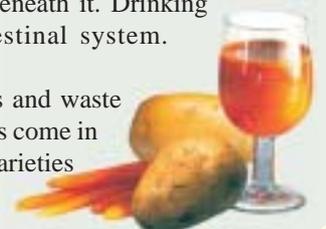


Therapeutic Effect: The alkaline juice of the potato neutralizes stomach acid and relieves upset stomach, heartburn and even peptic ulcers. Warm potatoes applied externally help alleviate joint and muscle pain and improve circulation. Raw potatoes reduce itching and skin inflammation.

Components: Potatoes are very nutritious, supplying complex carbohydrates, fiber and protein; vitamins A, B- Complex and C; and copper, iron, magnesium, manganese, niacin and potassium. When it is possible, eat the nutrient-rich skin. If you do not like it, peel the skin thinly, because many nutrients are concentrated just beneath it. Drinking potato water can help cleanse your intestines and reduce the amount of acid in the gastrointestinal system.

A two day diet of nothing but potatoes is sometimes recommended to flush excess fluid, and the toxins and waste products that fluid may contain, from the body and help purify the blood. The more than 100 potato varieties come in many sizes, shapes and colors (yellow, white and blue, for example). Despite their physical differences, all varieties of potato offer similar health benefits.

Reference : The Complete Guide to Natural Healing, IMP Inc.



WELCOME TO PRASAD GROUP

PRASAD PRODUCTIONS PVT. LTD., Kolkatta
Shouvik Mohato, Marketing Manager

PRASAD MEDIA CORPORATION LTD., HYDERABAD

Anand Saga, AC Technician - Maintenance
Danny Paul, Associate - Fun Factory
A Chandrakanth, Associate - Fun Factory
K Bhasker, Associate - Fun Factory
A Sairam, Associate - Customer Care
M Kiran, Executive - Administration
G Lavanya Kumar, Technician - IMAX
S Joseph, Associate - Customer Care
A Ram Prasad, System Administrator - IT
R Vijay Babu Reddy, Associate - Customer Care
G Shiva Kumar, Associate - Customer Care

PRASAD FILM LABS, MUMBAI

Swati Surve - Secretary
Rajaram Kamble, Lab Operator
Sandeep Chandekar, Lab Operator

WISHING A BLISSFUL MARRIED LIFE

PRASAD FILM LABS, HYDERABAD

T. Naresh Chandra, Accountant got married to B. Anusha on 12th June 2009

PRASAD FILM LABS, MUMBAI

Rhishikesh Zarpkar got married to Vaishnavi on 3rd May 2009
Sachin Parab got married to Madhuri on 21st May 2009
Naresh Gajula got married to Sujata on 17th June 2009
Lal Kant Naik got married to Ujwala on 1st July 2009
Nilam Rawool got married to Atmaram on 31st July 2009

PRASAD MEDIA CORPORATION LTD., HYDERABAD

G Srinivas, Driver got Married to Ramya on 3rd May 2009
Shanthy Kumari, Associate got Married to Ramu on 14th May 2009
Sangeetha, Associate got Married to Balraj on 16th May 2009
B.Masthan, Associate got married to Usha on 20th May 2009

CONGRATULATIONS

PRASAD FILM LABS, CHENNAI

S. Ramu – Coating Dept. has completed 25 years of service
S. Bhavani Shankar – Printing Dept. has completed 25 years of service

BABY NEWS

V. Lakshmi pathi, Electrician, Maintenance Dept., Prasad Film Labs, Chennai was blessed with a baby boy on 21th July 2009
Madhusmitha Divyadarshini Mohapatra Maintenance Engineer (Electronics), Prasad Kalinga Film Labs, Bhuvanesar was blessed with a baby boy on 8th May 2009

RETIREMENT



Mrs. Sarada, Sound Recording Dept. was superannuated from service on 30th June 2009 after 23 years of sterling service in Prasad Film Labs, Chennai.



A. Palaniappan, Negative Checking Dept. was superannuated from service on 09th July 2009 after 33 years of dedicated service in Prasad Film Labs, Chennai.

CHILDREN'S CORNER



*Master. M. Manigandan,
Vth Std.,
S/o. S.V. Manickavasagam,
General Dept., Prasad Film
Labs, Chennai.*



*Miss. S. Maanasi, UKG,
D/o. Sasikala, Client Service Dept.,
EFX - Chennai*



*Miss. P. Poornima, 1st Std., D/o. Meera,
Subtitling Dept., Prasad Video Digital,
Chennai*



*Master. B. Akash, 1Xth Std.,
S/o. A. Bosco, Negative Checking Dept.,
Prasad Film Labs, Chennai.*



**Hello Children,
Participate and win a
gift. Send your entries
to Prasad Group
Corporate
Communications, 58,
Arunachalam Road,
Saligramam, Chennai
-600 093.**

WELCOME TO PRASAD

L.V Prasad Film & TV Academy can feel proud this year for having witnessed a 35% jump in the number of applications received for their 3 courses from students all over the country. The students selected for this fifth year batch come from a variety of backgrounds such as visual communication, engineering, fashion designing, commerce and even business administration including six women candidates. From MBA to film direction or editing might seem a long jump for an outsider but for these students it is just a small shift from their mind to their heart! Each one of them expressed their passion for filmmaking in a variety of ways to 3 different interview panels, one headed by Mr. Balu Mahendra and the other two by Mr. KRS and Mr. Sivaraman. The third batch of graduates are ready to embark on their journeys with full confidence as they see some of their seniors already making a mark in the mainstream cinema and the world of documentaries in significant ways. So when the new batch of students enter the portals on the 15th of August, the vision of our founder is rekindled again and let us hope and pray that each one of them go on to make their valuable contribution to the great legacy of Indian Cinema.



Welcome to the new batch students.

Direction

Ashwath Nair
Balaji N
Dhayanithi D
Ekta Arora
Guru Murthy Sadi
Manuja Tyagi
Parthib Dutta
Ramya Ananthe K
Sujeeth Y
Vinayak Ram

Cinematography

Advaita G
Ashima Shenoy
Lenzyel Antao
Sai Kumar V
Santosh Bhoopalan
Siddharth Srinivasan
Tamal Kanti Paul
Tejas Pratap Karguppikar
Vikas Kumar Sinha
Yethi Premchand

Editing & Sound

Akshay Vishnu Lotankar
Arvinth Manoharan
Benedict Chakravarthy Santiag
Bhuvaneshwar Varun V
Mahak Gupta
Ninad Suresh Khanolkar
Pasham Shivram
Prashant Prakashrao Dhumal
Pratul P Gaikwad
Purvi Singh

K.HARIHARAN, DIRECTOR, L.V.PRASAD FILM & TV ACADEMY

FRAME BOXX SEMINAR

Frameboxx Animation, Bhopal celebrated its First Anniversary with Big Animation and Prasad Group and organized a mega event on the "Career and Opportunities in Animation and VFX". Mohan Krishnan, Head - Corporate Communications was the chief guest and presented recent VFX projects and interacted with students on the career options in Animation and VFX Industry. Also Frameboxx, Indore had organized an event of student interaction where a very interactive session on VFX was handled by Mohan and Rajesh Bhosle of Big Animation.

CLUSTERS SEMINAR

Prasad EFX was invited to provide industry insight on animation and VFX by Clusters Animation, Trivandrum on 20th June 2009. The presentation and talk was given by Mohan Krishnan to a group of students of the academy. The event was advertised and widely covered in the local media.

INTERNSHIP STUDENTS

H.Harish, student of M.B.A (Media & Entertainment) from Whistling Woods International & Manipal University, G.A.Aravind Singh and S.Varun Bhosle of Whistling Woods, students of Production and Editing respectively were at Prasad Facilities in Chennai for a short Internship program as part of an arrangement Prasad Group has with these Academies.



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Thiruvananthapuram | New Delhi | Kolkata | Dubai | Singapore |
Hollywood

The next issue of CONNECT covering the months of August, September & October 2009 will be published in November 2009.

Please email your articles (before 15th October 2009), news (before 30th October 2009) and suggestions to connect@prasadgroup.org