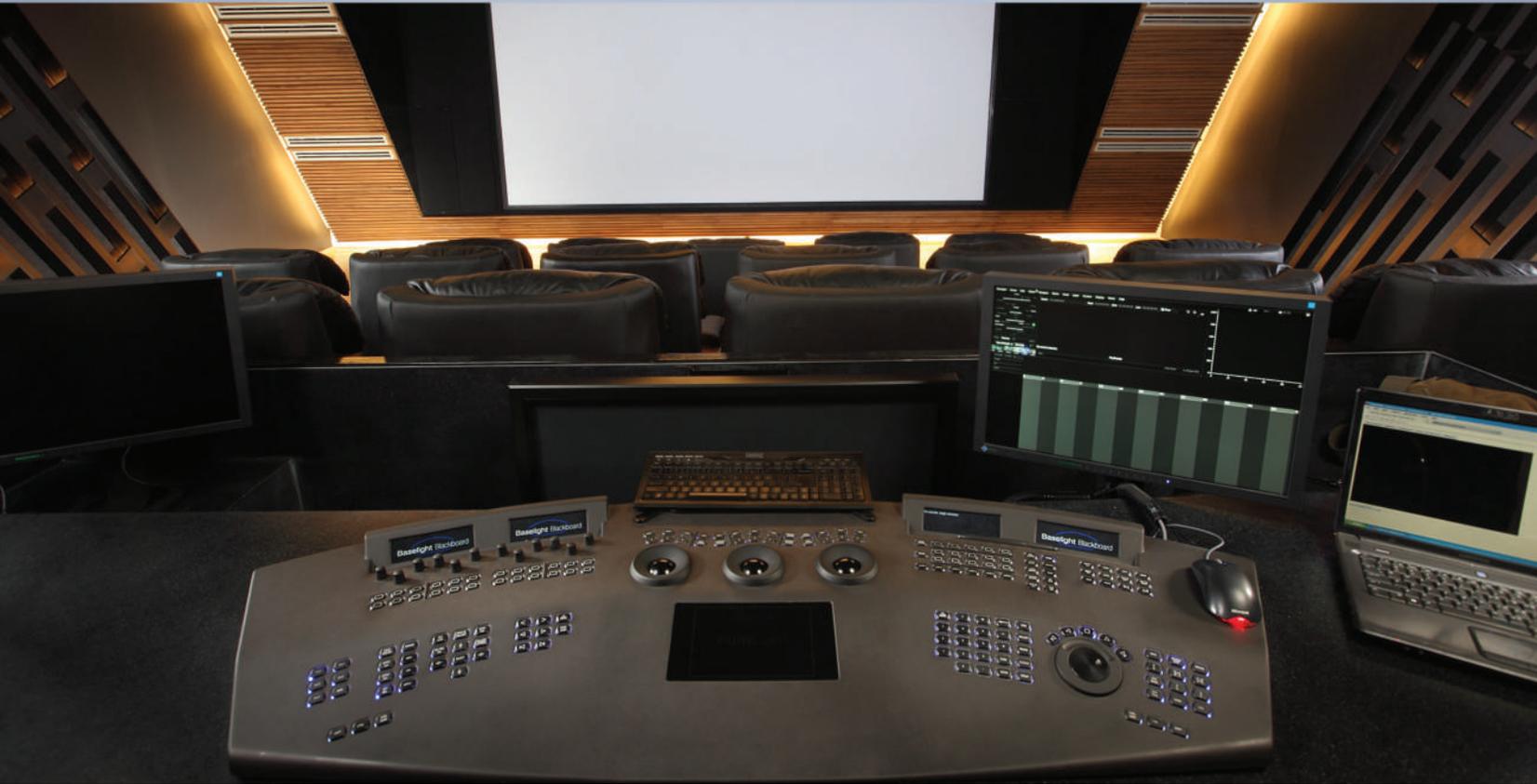




CONNECT

QUARTERLY NEWSLETTER ■ ISSUE 28 ■ JULY 2012



NEW STATE OF THE ART
DI SUITES
Mumbai & Bengaluru

REDUCATION

REDucation is a 3 Day Workshop focused on hands-on learning with RED Digital Cinema Camera Packages

L.V.Prasad Film & TV Academy and Red Digital Cinema come together to bring this acclaimed training program and workshop to India



PRASAD GROUP FACILITIES

Prasad's state-of-the-art digital grading suites with 4K projection and 3D capability at Mumbai

Prasad Group are pioneers in DI in India and continue to provide services to some of the best projects. The latest additions to our facilities are the excellent DI suites in Mumbai with the finest of technology, people and ambience.



SHRI L.V.PRASAD'S ANNIVERSARY

The employees of Prasad Group paid their respects to Shri. L. V. Prasad on his 18th Anniversary on 22nd June 2012. Mr. Ramesh Prasad paid a floral tribute to the statue of our Founder at L.V. Prasad Marg and a pooja was performed at Prasad Film Labs, Hyderabad. To mark the occasion dinner was organized for orphans of 'Roshini Orphans Home', Chennai.



Prasad Group Launches Digital Intermediate Studio in Bengaluru



The First DI facility in the state of Karnataka was opened by Prasad a few months back in Bengaluru. A facility tour and get together for the film industry was organized at the film lab and attracted the big wigs of the Kannada film industry.



PANAVISION ANNUAL REVIEW MEETING

Panavision's review meeting was held in Mumbai at the end of May 2012 with Mr. Martin Cayzer, Managing Director - Panavision and Mr. Paul Jackson - Operations and Marketing Director, Asia Pacific coming down and spending time with the Prasad Panavision India team.



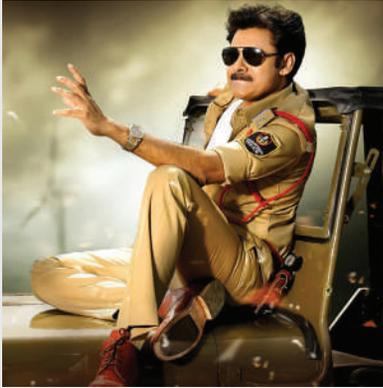
Mumbai Camera Division staff with the guests



(L - R) Yogesh Anand - Head of Camera Division, Mr. Martin Cayzer & Mr. Paul Jackson, Mr. Shanker - Sr. Vice-President Operations (Mumbai)

PROJECT NEWS

Prasad EFX's stunning VFX for "Gabbar Singh"



Gabbar Singh, the recent Telugu blockbuster by Director Harish Shankar, produced by Bandla Ganesh, and starring Pawan Kalyan saw some complicated VFX work done by Prasad EFX in its Chennai and Hyderabad studios.

The scope of work in Gabbar Singh included 3D Models, Animation, 3D-Tracking and Compositing sequences. The Giant Wheel sequence involving some of the most complicated 3D models & graphics was appreciated by the industry.

"Our work in Gabbar Singh has been highly appreciated by the film industry professionals. The Giant wheel sequence has been receiving applause from the industry and audience alike. The technical contribution and the references given by the Director Harish Shankar and the visual effects supervisors Prakash and Praveen Kumar were of great help in this mega project" Says Sreenivas - Head of VFX & DI, Prasad EFX, Hyderabad. "The team of 100 who worked on this project led by Sudhir Kumar - Project Leader and Vakkalapudi Sathya - Line Producer, Prasad EFX, Chennai, had put in lot of very hard work and spent a lot of time on research to get everything perfectly right. We did high end and complicated shots for over 60 minutes spanning 3 months in our Chennai & Hyderabad facilities."

Prasad Group provided VFX, DI & Lab Services for Gabbar Singh.

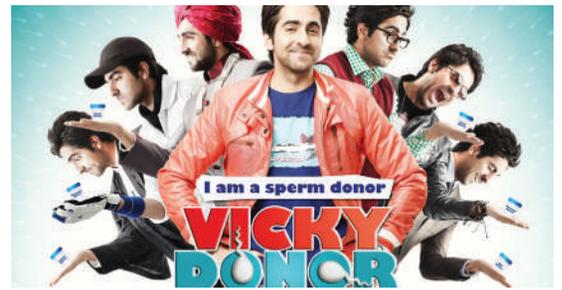
Remo's 3D dance film "AnyBody Can Dance" goes on floors



UTV Motion Pictures' next project is India's first high-octane dance film in 3D titled ABCD - AnyBody Can Dance. The film is being directed by ace choreographer and now director Remo D'Souza. The shoot was wrapped up successfully and UTV threw a party to celebrate the same in Hawaiian Shack, Mumbai on the 1st week of June 2012.

End to end 3D Movie Solutions for this film was provided by Prasad Group with its latest 3D equipment and its professional 3D technicians.

RECENT PROJECTS



Vicky Donor (Hindi) - Lab Services, CG & DI



Diamond Necklace (Malayalam) - Lab Services



Bheema Theeradalli (Kannada) - Lab, DI & VFX Services



House Full 2 (Hindi) - Bluray Authoring & Compression



Vazhaku Enn 18/9 (Tamil) - Lab Services



Raja Jhia Sange Heigala Bhaba (Oriya) - Lab Services, VFX

REDUCATION

L.V.PRASAD FILM TV ACADEMY, CHENNAI - JULY 2012

REDucation is real world training - taught by working professionals, for working professionals and those looking to work in the field of Digital Cinematography and High Resolution Post Production.

REDucation made its first trip to India in July 2012 with a three day course in association with L.V.Prasad Film & TV Academy. The three days included two days of camera and DIT training ranging from an overview of raw image capture to screening of EPIC footage shot by the class participants. The third day was 3D production training in cooperation with 3ality Technica - 3D theory to post production. REDucation was led by Ted Schilowitz of RED Digital Cinema.

More details and photographs in the next issue!



WORKSHOP ON FILM MAKING AT IIT

IIT, Chennai was the venue yet again for the annual workshop on filmmaking conducted by the Humanities department under the leadership of Prof Aysha Iqbal and coordinated by renowned writer Atul Tiwari. Four years ago this annual workshop session was started by Padmashri Kalmalhasan and this year around there were 150 participants waiting to be initiated into the finer nuances of filmmaking by the talented. The unique part of this year's workshop which commenced on the 1st of June was the fact that it had an overwhelming presence of the Prasad Academy's teaching faculty conducting the sessions. The first two days was devoted to the 'Magic' of cinema and it had K. Hariharan conducting six sessions while Dr Uma Vangal and Sunny Joseph took one session each explaining the various constituents of cinema's visual culture and its impact as a socio-political medium.

K.Hariharan

On the third and fourth day we had several faculty members from the Prasad Academy to head the sessions. Sivakumar spoke about non-fiction films; RN Subramanian explained the nitty gritty of production management; Arun Bose explored the various dimensions of sound recording and mixing; Ranjith Shankaran gave the students some practical tips on computerized editing system while Mohan Krishnan of Corporate Communications joined them to explain the nuances of Digital Intermediate Technology. The workshop climaxed into a filmmaking exercise in which Mugil Chandran and Mathiazhagan were roped in as mentors to help the various groups to complete their project from script to the final mixed version.

Ten days later when the certificates were distributed the IIT departmental heads thanked the LV Prasad Film & TV Academy profusely for being a pillar of strength in this endeavor.

K.Hariharan, Director, L.V.Prasad Film & TV Academy



Uma Vangal



Arun Kumar Bose



R.N.Subramanian

DARA SINGH: PRASAD'S CONNECTION WITH THE ULTIMATE GENTLEMAN



In the early days while starting our lab around 2002, I was in touch with Dara Singh, since he was a regular producer of Punjabi Films. During one of my many interactions, he said that once he was in Chennai for a felicitation ceremony as a wrestler. At that time LV Prasadji came to know that Dara Singh wished to see a film shooting. LVP invited him to come over to his sets. That's how Daraji met Prasadji. Daraji mentioned that the first film shooting that he witnessed in his life was that of L. V Prasadji. He also mentioned that he was very much impressed by LV Prasadji's humility and simplicity. He always cherished those moments on the sets of Prasadji. Later on Daraji himself became a very popular hero having acted in many Hindi films, directed and produced many Punjabi films too. Dara Singh's brother Randhawa also acted in one of our Hindi films directed by LV Prasadji. That we heard LV Prasadji was also a wrestler during his younger days is another story.

Like most of us, I too have been an avid admirer of the great Dara Singh, having watched most of his wrestling bouts at V.P.Stadium, Mahaluxmi, close to our Tardeo office. Once I even got a whack from a cop due to the rush.

Daraji was a very nice human being, generous, and was known to help the poor monetarily, even if he did not know the person. Later on I got to know Daraji more through his son in law, who stays in my neighbourhood. Whenever I used to meet Daraji at his office which was below his residence called Dara Villa, he used to very fondly serve me tea, coffee and lassi. Once a Punjabi Govt., delegation came down to Mumbai to explore the possibility of setting up studios and filming equipment in Punjab for Punjabi films. Daraji specially invited me for the meeting and introduced me to the Cultural Affairs Secretary stating that if at all any company be given the opportunity, it should be Prasad Productions. Such was the respect he had for LV Prasadji and love for our company.



Today Daraji is no more. He was loved by every Indian, respected by one and all as a true Patriot and Icon. We will always remember him fondly.

-Jaiprakash Naidu, Executive Director, Prasad Film Labs, Mumbai

VOLLEY BALL TOURNAMENT

A Volleyball tournament was held in Hyderabad on 5th April 2012 at Prasad Film Labs, Hyderabad with the participation of 108 employees in 15 teams. The tournament was inaugurated by Mrs.Kavita Prasad. The four teams that reached the semifinals were Restore Tigers (4th place), CG - Monster Spikes(3rd place), SID DRAGONS who won the tournament and the runners- up to PXD - Video Challengers. The trophies were presented by Mr.Ramesh Prasad and Mr.Nagineedu. KODAK sponsored the tournament.

The Winners - SID Dragons Team members : Brahma Reddy (Captain), Sachin, Veera Brahmaiah, Nagaiah, Shiva kumar, Bhagath, Hari.

Runners - PXD - Video Challengers Team Members : Subramanyam (Captain), Rambabu, Satya, Santosh, Ram Kumar, Sridhar, Maheswar Reddy, Thammi Raju.



DEMO OF PANAVISION GENESIS

A demo of Panavision Genesis Camera was given by Mr. Peter Mc Arthur - Domain Specialist, Digital Services Technology, Prasad Group to Dop's in Hyderabad on 27th & 28th June 2012.



Mr. Guhan - Cinematographer



Mr. Prakash Raj - Actor, Director & Producer



Mr. Ravindra Babu & Mr. Senthil Kumar - Cinematographers



Mr. MV Raghu - Cinematographer



Mr. PG Vinda - Cinematographer

WELCOME TO PRASAD GROUP

Prasad Media Corporation Private Limited, Hyderabad

Uma Maheswari, Associate - Fun Factory
G Ramesh, Associate - Fun Factory
B Suresh, Associate - Fun Factory
J Esther, Associate - Fun Factory
K Susheel, Associate - Customer care
S Narender Goud, Associate - Concessions
Kailash Malekar, DGM - Operations
M Suresh Kumar, Projectionist - Multiplex

Prasad Film Labs, Chennai

G.Sivakumar - Human Resource Department

CONGRATULATIONS

Prasad Film Labs, Chennai

R.Ranganathan - Printing Dept. has completed 25 years of service.
R.Ramachandran - Maintenance Dept. has completed 25 years of service.
A.Prabhakaran - Printing Dept. has completed 30 years of service.
G.Muthukrishnan - Developing Dept. has completed 30 years of service.
M.Thiyagarajan - Printing Dept has completed 30 years of service.

MARRIAGE NEWS

Prasad Group, Mumbai

Ram Sagat - Maintenance Assistant got married to Anjali on 26th April 2012
Irene Furtado - Co-ordinator - PXDC got married to Tushar on 24th May 2012

RETIREMENT

Prasad Film Labs, Chennai

G.Velusamy, General Dept., - 14.05.2012 after 35 years of service.
M.Samson, Receiving And Delivery Dept., - 25.05.2012 after 33 years of service.
R.Sarathy, Grading Dept., - 29.05.2012 after 36 years of service.
G.Bhageerathy, Negative Checking Dept., - 29.06.2012 after 26 years of service.
D.Sathanarayana, Telecine Dept., - 30.06.2012 after 32 years of service.

BABY NEWS

Prasad Group, Mumbai

Venkateshwara Rao N. - Senior Conformist was blessed with a baby boy on 22nd June 2012
Kamlesh Kantharia - Office Assistant was blessed with a baby girl on 14th June 2012
Deepak Sakpal - Office Assistant was blessed with a baby boy on 28th April 2012

Prasad Media Corporation Private Limited, Hyderabad

B.Masthan, Supervisor- Customer Care was blessed with a baby girl on 26th June 2012

Prasad Group, Hyderabad

Nareshchandra - Accounts department was blessed with a baby girl on 19th January 2012

Prasad Group, Kolkatta

Prasan Mohanty, Office Asst., was blessed with a baby boy on 22nd June 2012

PRASAD CRICKET LEAGUE

Left out in Issue 27

Prasad Cricket League teams included 'Lab Riders' captained by Mr. Saravanan of Prasad Film Labs, Chennai and Mr. Kiran as Vice Captain.

Connect apologizes for this oversight.



TVS Apache's new model 'Beast' was launched with innovative branding at PRASADS



TVS Scooty's offers were promoted at PRASADS



Toyota Etios displayed its new model Liva at PRASADS. A flash mob performed



As a part of EEGA movie promotion a huge fly model was displayed at PRASADS



Hero Pleasure Scooter was promoted at PRASADS



MTS launched its new plan for MBLAZE at PRASADS



The much awaited 'The Amazing Spiderman' was released to a great response in the IMAX format



A training program on " Film Cleaning and Solvents was conducted by Mr. S. Sivaraman, General Manager - Operations on 16th June 2012 at Prasad Film Labs, Chennai. All employees of Production and Maintenance departments of Prasad Film Labs, Chennai attended this program.

EDITOR'S VOICE

The advent of Digital Technology started with VFX and spread to other key areas of Post Production namely editing, Audio, Digital Grading, and final presentation on the screen with the invention of path breaking technologies like NLE, DAT, DI, DLP and DCP. Of late, it has entered the last domain and exclusive preserve of Analog technology (Film) namely Image Acquisition. Today a battery of new generation Digital Cameras are unveiled by various vendors providing excellent opportunity for the DoPs in trying these tools to explore new and complicated visual possibilities with much simplicity and ease.

Prasad in tune with the recent trends associated with Red Digital Cinema to organize their globally acclaimed training & workshop program called REDUCATION in India. The program was well received and appreciated by the participants. When you flip through the pages of this issue you will realize that we are constantly updating our facilities in making every link (the latest being Acquisition) in the chain of film making process file based. Today we can be proud of the fact that PRASAD has systems that facilitates 100% file based work flow enabling the film makers to realize their dream with greater ease and comfort .

S.Sivaraman, Editor



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Hyderabad | Thiruvananthapuram | Kolkata | Hollywood

The next issue of CONNECT covering the months of July, August & September 2012 will be published in October 2012.
Please email your articles (before 15th September 2012), news (before 30th September 2012) and suggestions to connect@prasadgroup.org