



prasad  
GROUP

# CONNECT

QUARTERLY NEWSLETTER ■ ISSUE 33 ■ OCTOBER 2013

## PRASAD GROUP, T3MEDIA & AMAZON WEB SERVICES

BOAT TRIP TO THE EYE FILM INSTITUTE NETHERLANDS



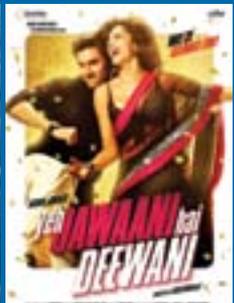
DI



DI & VFX



Lab, DI, VFX & Camera



DVD & Bluray



DI & VFX



Lab, DI & VFX



Lab, DI, VFX & Camera



Lab, DI & VFX



Lab, DI & VFX



Lab

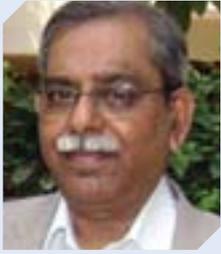


Film Restoration



VFX & DI

RECENT PROJECTS AT  
PRASAD GROUP



A new era in the business of Prasad Group has emerged and the past few months have seen us undergo some radical changes in

the way we do business. Prasad Film Labs which had for decades held sway over the film business decided to move away and ahead from the celluloid format and scaled down film based operations considerably across all its facilities. This signals the film industry's complete shift towards contemporary trends and technologies as almost all other film labs have also done the same. Equipment rentals, digital post, content digitization, restoration, archiving, asset management, film exhibition and education are the thrust areas now and Prasad is already well entrenched in these domains. Recent acquisitions and alliances have given us a cutting edge and with more developments set to happen I am sure we are looking forward to a bright new era.

100 years of Indian Cinema has seen many great people and achievers. The recognition given to Mr. Ramesh Prasad by the industry during the celebrations in Chennai is well deserved. He has literally put his sweat and blood in the creation of India's Largest Post Production Facility which has contributed services, small or large, to more than 60% of the films made in India. His commitment to bring the world famous IMAX brand to India has seen the creation of the most successful mall and multiplex in India which proudly celebrated its 10th year recently. His passion to fulfill his father's dream of providing education to aspiring film makers has created another brand over the past decade - L.V. Prasad Film & TV Academy. Let us all get together to convey our best wishes to Mr. Ramesh Prasad.

**S. Sivaraman, Editor**



Prasad Group, T3Media and Amazon Web Services jointly hosted a canal boat trip to the world famous EYE Museum during this year's IBC convention show, held in Amsterdam. The canal boats had various on board facilities including a hosting bar area for the specially invited guests.

EYE Film Institute Netherlands, the Dutch centre for film culture and heritage, is dedicated to developing a vigorous film culture in the Netherlands. Through its activities and services, EYE aims to foster a viable film industry in the Netherlands and to promote Dutch film at home and abroad. EYE is respected worldwide for its restoration and research expertise, as well as its significant experience in the areas of education and international promotion & marketing of Dutch films. EYE's architecturally splendid building features four modern film auditoriums: one with 315 seats, two with 130 seats and one with 67 seats. There is ample room for exhibitions, educational activities and other events. The Basement, a museum shop and a café complete EYE's headquarters. In the summer, the sunny terrace will offer a great view over the water. EYE's new location is in Overhoeks, Amsterdam's new urban district named after the prominent Overhoeks Tower on the former Shell research site.

The boats left directly from outside the main RAI beach area, around 5pm, off the IBC exhibition centre; after some initial friendly discussions the invited guests were split into two groups, one for each boat. On board the invited guests were provided with refreshments and a thrilling canal voyage, which took in the sites of the famous Amsterdam canal landmarks, bridges and locks. The canal boats meandered through the various smaller canals until reaching the Central Station where some guests disembarked to catch onward transport. The remaining majority continued on, into the larger North Sea estuary open water crossing to the dock outside the EYE Museum. This part was fairly scary! At this stage all the guests disembarked and were ushered into the EYE Museum main entrance and escorted via a private elevator to a special penthouse meeting room where they enjoyed party food and drinks, interspersed by lively conversation and private (small grouping) tours around some areas of the EYE Museum. The highlight was the 360 projector room, that showed a series of restored film clips dating back to the late 1800's and early 1900's.

Guests appreciated the lovely boat trip and EYE visit, with all hoping for further arrangements next year!

**Simon Carter - UK Regional Director, Prasad Group**



17th August 2013 at Prasad Film Labs, Chennai



# 7TH CONVOCATION DAY

A DAY OF CELEBRATION, NOSTALGIA AND ACCOMPLISHMENT AT THE L.V.PRASAD FILM & TV ACADEMY

The 7th Convocation of the L.V. Prasad Film & TV Academy was a colourful function of farewell to the passing out students and at the same time welcoming the new batch of students.

The 7th Convocation program of L.V.Prasad Film & TV Academy started with paying respect to the legends in the Indian cinema who passed away recently. This was followed by an Invocation song by the academy students. Mr.Ramesh Prasad started the event with a welcome address and expressed his happiness that more than 200 students have graduated in the last seven years as qualified professional film makers. He highlighted and recalled the new definition of the 4 P's he always mentions as important to any profession- Passion, Patience, Perseverance and Purity of Thought. The chief guest for the function was Director K.Viswanath who has directed some of the legendary tamil and telugu films including Swati Mutyam, Sagara Sangamam and Sankarabharanam, Mr.Santosh Sivan (Director, Cinematographer and Actor) with films including Kalapani, Thalapathy, Roja to his credit was the Guest of Honour.

Mr.Hariharan, Director of the Academy in his address attributed the success of the Academy to the team work of all staff and students. Film Direction graduates Xavier Perera and Shyam Sunder shared their experience of studying at the LVPA, on behalf of the batch of 2013. An introduction to Santosh Sivan was given by Cinematography graduate P.S. Sandeep. Mr.Sivaraman presented the certificates of completion to MBA students from Manipal University and talked about the role of MBA students in Film Production. Mr. Ramesh presented certificates to the Editing & Sound Design graduates, Mr.Santhosh Sivan to Cinematography graduates and Mr. K. Vishwanath to Direction graduates.

As part of their graduation the students have to team up and make short films which are judged for awards under various categories. An introduction to the awards was given by Mr.K.Hariharan. The Jury members included Mr. Balaji Mohan, Mr. Simon Selvaraj, Mr. Magesh Muthusamy and Mr.Magesh Narayan. The awards were announced by them.

The event was compered by Dr.Uma Vangal who chipped in with a wonderful introduction to the chief guest Mr.K.Vishwanath. Vote of thanks was delivered by Mr.K.R.Subramanian which was followed by the screening of the short films.

## THE LIST OF AWARD WINNERS

### Film Direction

- Gold - Matshyavatar (Shyam Sunder)
- Silver - Devil In The Stone (Ananya Kasaravalli)
- Bronze - Mazhai (Pallavi Venugopal)
- Merit - Unread (Trilok)

### Cinematography

- Gold - Matshyavatar (Ankit Mhatre)
- Silver - Devil In The Stone (Udit Khurana)
- Bronze - Mazhai (Pradeep)
- Merit - Unread (Jonah Fernandes)

### Editing

- Gold - Devil In The Stone (Abishek Mallapan)
- Silver - Matshyavatar (Shweta)
- Bronze - Mazhai (Lavanya Krishna)
- Merit - Manadhil Orr Ranam (Giridaran.M.K.P)

### Sound

- Gold - Kadhai Kelu (Shweta)
- Silver - Dhisai Maariya Uravugal (Hanees)
- Bronze - Manadhil Orr Ranam (Sriram.R)
- Merit - Unread (Raghav)

## Madras Cafe

The post production process for the film Madras Cafe was handled completely by Prasad Group, Mumbai. We were involved in various processes related to the film, right from the DI and VFX, all the way to the final deliverables. Since the project was shot with multiple cameras, the project required an advanced workflow and pipeline which we've adopted a while ago to handle all the camera formats in their raw native state during the DI process. The cameras used on this project ranged from the Arri Alexa, both raw and ProRes to the RED Epic and GoPro camera systems.



Right from the get go, we received VFX pull-lists which were prepped and all the visual effects shots were delivered to the in-house VFX team. The shots were delivered to the team with the maximum latitude possible intact. This allowed the visual effects team to seamlessly integrate all the visual effects elements into the film and deliver them back for final DI.

Our colorist Mr.Kirankumar Kota and the director of photography Mr.Kamaljeet Negi, laboriously went over the material grading of every scene to a detailed perfection over the course of one month in our main grading theater. The DP having shot the film so magnificently only allowed our colorist to further the palate presented and bring his vision to life. For the process itself, we have customized the way we handle all the digital formats coming into our pipeline by putting it in the widest color space & gamma space available for that camera system using various input translation developed over the course of time. This process gives the DP and the colourist a wide range of information to translate back to print film and the final DCP. The collaborative nature of this process allowed us to contribute to the overall quality of the film, but the true credit lies with the director of photography who has elevated the visual aesthetic of the film to a whole new level. The appreciation the film has garnered thus far is testament to his work and our collaborative process.

"For the visual effects, we delivered a total of 220 shots. These shots varied from the now popular helicopter sequences, which were briefed to us to be as photorealistic as possible and were multiplied from just being used in one sequence to being strewn across the film. We also delivered various cleanups, material removals, muzzle flashes, blast enhancements and crowd multiplications for the film. The main idea for the visual effects team was to stick to the original concept of making this film look gritty and to seamlessly integrate their work with the live action sequences. Towards this, the finishing/compositing team spent a lot of time polishing up the end result because we believe in the fine and small details that lend themselves into blending beautifully with the rest of the material being presented on screen. This in itself is a true victory when you can't tell what's being composited or added as visual effects element and what's real.

**Mithun D'Souza, Technologist - Prasad Group**



## 100 years of Indian Cinema

The centenary celebrations of Indian Cinema was celebrated grandly in Chennai from 25th to 27th September 2013 at the Nehru Indoor Stadium. Organised by South Indian Film Chamber of Commerce, the event was attended by the stalwarts of the Indian film industry. The 3-day event brought together all the four south Indian film industries - Tamil, Telugu, Kannada and Malayalam. An Award of recognition was given to Mr.Ramesh Prasad at the event by the Hon'ble Chief Minister of Tamilnadu Ms. J. Jayalalitha for his contribution to the Indian Film Industry.

## Shakti Foundation

Shakti Foundation organized a program, 'FunFair' for the differently abled Children on the occasion of World Disability Day on 27th July 2013 and to reiterate 'Corporate Commitment'. Employees from different companies including Prasad Group set aside time from their busy schedules to be with the children. Stalls were put up by companies to interact with the children who thronged the St. George's School Grounds, Chennai. Prasad was represented by Pasungodi, Chandran and Murugesan. Mr.Sai Prasad was one of the Chief Guest for this function.





## Medios - 2013



MEDIOS 2013, a two day cultural festival organized by the Department of Visual Communication of Ethiraj College for Women, Chennai on 26th and 27th September 2013 had participants from many colleges.

The event was inaugurated by Ms.Kavita Prasad who gave an inspiring speech to the students.





## Prasads - Hyderabad's Pride

1. It was celebration time all around Prasads - Mall, Multiplex and IMAX theatre for the 10th year anniversary of the complex.
2. Elysium released in PRASADS IMAX to great reception by the audience.
3. A Big Green Ganesha was made from Newspapers and displayed at Prasads on 29th September 2013 attracting a huge crowd.
- 4 & 9. An Innovative car designer of Hyderabad K. Sudhakar has developed an automobile, a Ganesha sitting atop of a Laddu and also a Shivalinga Car as his contribution for the Ganesh Chaturthi festival. Both were displayed at Prasads from 10th of September 2013 for public to view and experience.
5. MakeMyTrip.com promoted its new offers at Prasads on 13th July 2013
6. Honda displayed its new model 'Amaze' for promotion at Prasads from 13th to 15th September 2013.
7. Vespa promoted its new bike models at Prasads between 23 - 25th August 2013.
8. World Tourism Day - Award for Excellence for Prasads from Andhra Pradesh Tourism.
9. Call it a tribute to Michael Jackson on his 55th birthday, or a gala celebration by young fans, the huge congregation at Hyderabad's IMAX was nothing less than a visual treat on 29th August 2013.

## Prasad Media Corporation Ltd.

D Sreehari, Associate - Concessions

P Yadaiah, Associate - Concessions

K Naresh, Associate - Concessions

I Sreenivasulu, Electrician - Maintenance

# L.V.Prasad Film & TV Academy - New Academic Year

The Indian National Flag was hoisted by Mr.Sai Prasad to mark the Indian Independence Day on 15th August 2013 at Prasad Film Labs, Chennai along with Senior Managers and staff of Prasad Group. L.V.Prasad Film & TV Academy started the current year's courses with new batches. Mr.Sai Prasad and Mr.Hariharan addressed the new students.

## PRASAD SHORT FILM FESTIVAL

Prasad witnessed the first of its kind, Short Film Festival in September 2013. All contestants contributed their best in creating good films, and the jury had its own challenges in judging. All the movies were based on the theme - "No Tobacco". Below are the participants list along with the winners and the link to the movies.

Film Name	Contestants	Department	Location	Awards won	Link to Film
Silent Killer	Sivaraj. S	CG	Chennai	Best Film	<a href="https://www.youtube.com/watch?v=A36g3wqAKal">https://www.youtube.com/watch?v=A36g3wqAKal</a>
Pughai	Siddharth. T Anandan Navin Selva	CG	Chennai	Best Director Best Story	<a href="http://www.youtube.com/watch?v=N0ozzWyWHF0">http://www.youtube.com/watch?v=N0ozzWyWHF0</a>
31st May	Vinoth Yadav Raja Pandian	CG	Chennai	Best Editing Best Sound Design	<a href="http://www.youtube.com/watch?v=Yw7jkzXsgl4">http://www.youtube.com/watch?v=Yw7jkzXsgl4</a>
Every Puff Brings You Closer to Death	Gurupratap Singh Priyanka Mufti	Sales PXDC	Mumbai	Best Theme	<a href="http://www.youtube.com/watch?v=yajus9PIANc&amp;feature=youtu.be">http://www.youtube.com/watch?v=yajus9PIANc&amp;feature=youtu.be</a>
Saambal	Anand Babu. S	Restoration	Chennai		<a href="http://youtu.be/7ea50p8VWRg">http://youtu.be/7ea50p8VWRg</a>
Venam Machan	Ganesh. CH Raja.A	Restoration	Chennai		<a href="http://youtu.be/OkTgvzK8Pg">http://youtu.be/OkTgvzK8Pg</a>
Kangu	Abdul Khalid Sivaramakrishnan. S Jaffer Shathik	CG	Chennai		<a href="http://www.youtube.com/watch?v=yTKmyO1sJos">http://www.youtube.com/watch?v=yTKmyO1sJos</a>
Taste me	Saravanan.M	PXD	Chennai		<a href="http://youtu.be/-aOTxjoZAal">http://youtu.be/-aOTxjoZAal</a>

## Bike Race Day at Prasad



It was Race day at Prasad!!! A Slow motorcycle race competition was held on 21st September, 2013. Employees participated and competed with each other with a spirit of joy and it was a treat to the spectators who witnessed the event.

- Team HR



## PRASAD EFX PROVIDES SERVICES FOR SATYAGRAHA



Prasad EFX worked on the latest Bollywood Political Thriller 'Satyagraha' to provide Camera, Lab, DI & VFX Services. The film starring Amitabh Bachchan, Ajay Devgn, Arjun Rampal & Kareena Kapoor is directed by Prakash Jha and produced by UTV Motion Pictures.

"Satyagraha's scope of work included 3D Models, Animations, 3d-Tracking and Compositing shots. The Bridge collapse sequence, Train Compositing, Accident Sequence and Man on fire sequence along with monitor compositing, Montages, Crowd Multiplication, Crowd creation, and touch up for shot enhancement were completed in three months in Prasad Group's Chennai & Mumbai facilities. More than 50 VFX Artists under the guidance of Mr.Sanjith – VFX Supervisor and Mr.Deepak – Line producer worked on the shots" said Hima Kumar – Vice President, DI & VFX, Prasad Group.



## 'Victory' success meet



The recent Kannada superhit S.R.S.Media vision's 'Victory' starring Sharan and Asmitha Sood directed by Nandakishore completed 50 days and going on to 100 days. The makers of this movie arranged a success meet in Hotel Bangalore International on 24th August 2013. Prasad Group provided VFX, DI & Lab services for this movie and was honoured by the Director at the function. Ramamurthy - Colorist and Muthu Balakrishnan - Line Producer of Prasad Group attended the function.



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*The next issue of CONNECT covering the months of October, November & December 2013 will be published in January 2014. Please email your articles (before 15th December 2013), news (before 30th December 2013) and suggestions to [connect@prasadgroup.org](mailto:connect@prasadgroup.org)*