

Quarterly Newsletter | Issue 35 | April 2014



CONNECT

RECENT PROJECTS



Lab, DI & VFX Services



DI & VFX Services



DI & VFX Services



Lab, DI, VFX & Camera Services



DVD & Bluray Authoring

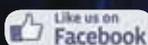


DI, Camera & Audio Services



VFX Services

dft introduces
Scanity HDR
a high dynamic range film scanner





Editor's Voice

In recent times we have seen the changing face of Prasad Group and this issue of Connect reflects the New Prasad Group in a more prominent way than ever before. Focus on overseas markets, a new line of service spectrum and fervent activity to promote these services, all mark the transition of Prasad Group from a production focused traditional organization to a production and marketing driven International Group.

Now is the time to focus more on our markets, customers and new areas of business activities. Our markets have been expanding globally for quite some time now and with the new and revolutionary product range from our group company Digital Film Technology GmbH, we are reaching out to more geographies. Our customers have always been one of our most valuable assets and it is now time to focus more on them, adapt to their preferences and enhance their experiences. The Camera division, Academy and other business activities are all on the threshold of major change and growth plans. I am sure that the coming months are going to be very exciting for all of us.

I wish to mention here again that 'change is the only thing that doesn't change' and that applies to the people at Prasad Group too. We need to see everything around us in a new light, with new eyes and with a positive vision.

Cheers to all of you!

S.Sivaraman

Library and Archives of Canada install new DFT Scanity



Library and Archives Canada (LAC), responsible for the acquisition and preservation of Canada's documentary heritage, has installed Scanity, a state-of-the-art film scanner from Digital Film Technology GmbH.

The National Archive, originally founded in 1872, has over half a million hours of audio and video recordings and 90000 motion picture film titles ranging from interviews, music, television and radio broadcasts to parliamentary proceedings.

Included in the archive are some of the first Canadian motion pictures and photographic negatives, much of which are highly sensitive and require precise temperatures for preservation. These, along with other less aged materials, are at risk as audio-visual records deteriorate, formats (such as Betamax or VHS) become obsolete and the machines that can play them disappear.

In order to preserve these unique records and make them more accessible to Canadians online and offline, LAC has embarked on an ambitious plan to transfer this content to standard computer formats, a monumental project given the size and scope of the material involved.

Scanity, has been specifically designed to ensure the safe handling of difficult, damaged and aged film stocks, and will enable the accurate digitization of these treasured materials for future generations to appreciate. Scanity will also enable LAC to capture high quality images from their archive materials in real time, an important feature given the large volumes of film that they have.

Simon Carter, Director at DFT comments, "DFT is delighted that LAC has chosen Scanity for its film archive. Scanity has been specifically designed to handle large volume archive library ingest and together with its dedicated Infrared scanning capability it facilitates a rapid and effective transfer for dust and scratch management, delivering the best possible results for 2K or 4K data files."

Digital Film Technology GmbH introduces Scanity HDR - High Dynamic Range Film Scanner

DFT's new state-of-the-art film scanner Scanity HDR excels in the uncompromising ability to handle a range of difficult and historically-aged film issues, providing high dynamic range for black and white material in real-time.

Whether you require bulk archive film scanning, mass digitization and EDL/conform scanning of feature films or short-form commercials, dailies, low-resolution browsing and applications that require the immediacy of live moving images, Scanity HDR's new proprietary, patented simultaneous triple-exposure technology provides the advantage over traditional scanners because the triple exposure is executed once, in real-time 2K or up to 15 fps in 4K. This creates significant time and cost benefits and allows access to previously unseen details from the high and lowlights of the film at extraordinary speeds.

Scanity HDR features include:

- Real time 2K and 4K data scanning
- 4K Ultra HD ready
- High dynamic range
- Exceptional, versatile and safe film handling
- Enhances productivity and workflow efficiency
- Optional wet-gate technology



Scanity HDR significantly improves ROI, enhances productivity, works effectively in data-centric workflows and provides a solution that reproduces the pristine quality of film and image quality.

Phantom II - Software Transfer Engine

Developed for Spirit users, Phantom II is an easy-to-operate data transfer engine for ingesting and managing Spirit data transfers. Phantom II also enables Bones users to migrate their SPIRIT data transfers. Incorporating SUSE 11+ and interfacing to the latest SAN and NAS solutions, Phantom II enables a future-proof data transfer strategy.



dft at NAB 2014

The Prasad & DFT Team arrived in Las Vegas from 3 different continents on the 4th and 5th of April to start the process of NAB stand buildup.

The advance team consisting of Craig Nichols and Paul Stambaugh went to inspect the stand location and see if all the various consigned goods had been placed on the stand space. The UK team arrived on the stand late Friday 4th after checking into the MGM, then progressed to the Convention Centre to cross check the goods and see if any progress had been made with the stand build up, the stand boxes and stand materials had turned up and the electrics and carpet had been laid in at this point. The team went back to the MGM later and had dinner and drinks, with John Virtue and Markus Hasenzahl joining later. The team met for power breakfast at the Peppermill on Saturday morning, which is located on the strip, opposite the Circus and then progressed to the stand to commence the build up process. On arrival the stand builders, called Absolute Exhibits, had made some good progress and we started the process of unpacking the new Scanity HDR and associated bits and pieces. During Saturday and Sunday the team set about preparing the stand, placing graphics and marking materials, sorting out spares, water, fridge, collecting the badge reader and firing up the new Scanity HDR. All in good time for the first day of the show.

Simon Carter, UK Regional Director – Prasad Group, DFT – Sales Director



Prasad Group in the Media



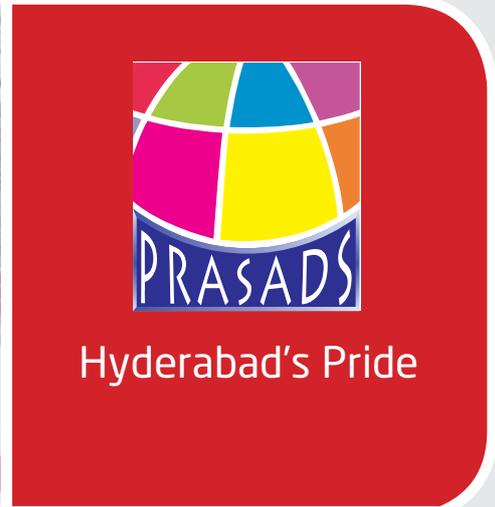
Short term course at L.V.Prasad Film & TV Academy

Introduction to Cinematographic Lighting

The Short Term Course on Cinematographic Lighting conducted on 30th , 31st January & 1st February 2014 was very well received and appreciated by the participants. On 30th January the participants were given a tour of our Studio Floor and Set. Subsequently they were introduced to Professional Lights used in Film Shooting and were explained about the characteristic differences and utility of these lights. Next day they ventured into the process of lighting a Night exterior situation in the Academy Campus. The students were thrilled to see a professional night lighting setup with HMI lights, Tungsten Lights, Satin skimmers being used to create moonlight and street light effects. The next day in the same location they had an encounter with a Day Lighting situation comprising of indoor and outdoor and comprehended the reality of exposure differences and light balancing. Subsequently they moved into the Studio Set and were introduced to Day Lighting & Night Lighting situations in interiors. It was a very enriching experience for the participants and by end of the Programme they expressed their appreciation and interest to participate in more such similar courses that are planned in future by the Academy.

Watch the course highlights video at
L.V.Prasad Film & TV Academy YouTube
Channel





1. Fiat displayed and promoted its new model Linea at Prasads on 15th March 2014
2. Idea promoted its concert Idea Rocks India, a musical concert with Sunidhi Chauhan at Prasads by putting up a stall on 8th & 9th March 2014
3. A day filled with fun at Prasads where respective 'Jain Toddlers Centres' across the city came together for a mega event for children between 0 to 6 years on 15th February 2014
4. Airtel held a campaign for its Valentine's Day Program on 14th February 2014
5. ICC T20 Cricket World Cup matches were telecast LIVE at Prasads between 20th March and 6th April 2014



<http://www.facebook.com/prasadimax>

Welcome to Prasad Group

Prasad Media Corporation Ltd., Hyderabad

S Siva Sankar, Technician - Fun Factory

G Spandana, Associate - Fun Factory

K Bhanu Chander, Associate - Fun Factory

K Kiran Kumar, Associate - Concessions

Prasad Group, Chennai

Sritharan. J, Team Leader - Systems

Sathish Kumar. A.S, Company Secretary - Finance

Prasad Group, Hyderabad

Meena Supriya. B, Assistant Manager- Human Resources

Marriage News

Prasad Media Corporation Ltd., Hyderabad

Y.Sashivardhan Reddy, Supervisor- Concessions married Madhuri

S.Srikanth, Associate - Concessions married Raja Sri on 20.03.2014

Baby News

Prasad Media Corporation Ltd., Hyderabad

G Rishikesh, Supervisor - Concessions was blessed with a Baby Boy on 10.03.2014

Chandra Sekhar, Asst.Manager- IMAX was blessed with a Baby Boy on 28.11.2013

Prasad Group, Mumbai

Lahu Pawar -Pantry Attendant was blessed with a Baby Boy on 16.02.2014

Birthday Celebrations

The last Friday of each month is celebrated as 'Monthly Birthday' in Prasad Group, Mumbai.

Employees from all divisions and departments joined in to have a wonderful time.

The employees who celebrated their birthday's in the months of January, February & March 2014 are Sanjay Chavan, Pravin Talegaonkar, Krishnamoorthy, Madhulika Bansal , Kapilendra Gouda, N Alagappan, Mahesh Palyekar, Jekyll Gopalakrishnan, Ravindra Sutar, Nikhil Pipaliya, Ravindra Pachori , Mani Thevar, Sakthivel S, Jespal Nadar, Yogesh Anand, Sujit Suvarna, Rehan Mukri. Best wishes to all from 'Connect'.

Holi Celebrations

Holi, The festival of colors was celebrated at Prasad, Chennai on Saturday 22nd March, 2014.





Palani D Senapathy working as a Senior Sound Engineer at Prasad Group, Bangalore has received an award for the movie 'Kaalejje' for best DTS sound mixing from the Karnataka State Government.

Women's Day Celebrations

Women's Day was celebrated at Prasad on 18th March 2014.



"Timepass" success party



Sameer Pandit, Colorist



Mangesh Bhalerao, Sr. Manager - Business Development



J. Naidu, Executive Director

The crew of the Marathi movie - Timepass, celebrated its grand success in theatres. The film produced by Zee Talkies and Nikhil Sane was directed by Ravi Jadhav. Prasad provided Lab, VFX & DI services for this film. The makers of this megahit movie arranged a success party at Hotel Aura Grande, Andheri (East), Mumbai on 5th February 2014. The function was attended by Marathi film industry bigwigs including Mr.Swapnil Joshi, Mr.Vaibhav Mangale and the Prasad team.



A Delegation from Mauritius led by Hon'ble Minister of Arts & Culture Mr.Mookhesswur Choonee including Mr. Nanda Narrainen, Director - Industry Clusters, Board of Investment, Ms. Dyvia Drepaul, Investment Executive, Board of Investment, Mrs. Nurvuda Kamla Ramyeed, Director - Mauritius Film Development Corporation, Mr.Vinay H. Bacorisen, Marketing Officer - Mauritius Film Development Corporation, Mrs.Chettandeo Bhugun, Permanent Secretary - Ministry of Arts & Science visited Prasad Group facilities in Chennai. The delegation also visited Prasad facilities in Mumbai and the Prasad Family Entertainment Center at Hyderabad.

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The next issue of CONNECT covering the months of April, May & June 2014 will be published in July 2014.
Please email your articles (before 15th June 2014), news (before 30th June 2014) and suggestions to connect@prasadgroup.org

