



# CONNECT

## Slovak Film Institute

installs state-of-the-art Scanity film scanner



L.V. Prasad Film & TV Academy  
to open in Thiruvananthapuram

### RECENT PROJECTS



## filmistaan

Lab, DI & VFX Services



DI & VFX Services



DI, VFX & Sound Services



Lab, DI & VFX Services



DI & VFX Services



DI & VFX Services



GRAZING GOAT PICTURES presents

## F\*UGLY

DI Services

## Editor's Voice

Our Company's current focus on new business opportunities of providing solution in the highly specialised area of Restoration and Preservation of Archival footages is evident in this issue. We can be proud of the fact that DFT's state-of-the-art Scanity is preferred by leading Film Museums, Archives, Film Institutes and Broadcast Studios all over the globe in their initiative to restore their audio visual heritage which is considered by the nations as part of their Cultural Heritage. National Film and Sound Archive of Australia, Library and Archives of Canada, BBC and Slovak Film Institute are some of the well-known institutions where Scanity is installed.

In search of more growth areas we tread again in our familiar terrain - Education in the field of Media and Entertainment. LVP Academy is in the expansion mode and has just announced the launch of its Thiruvananthapuram Campus at the beautiful and sprawling KINFRA Park. Plans are afoot to start one at Hyderabad as well from the next academic year. At this juncture the management realises the need for infusing fresh talent into our resource pool both in terms of faculty and managers to take our programmes forward and make the academy a 'Centre of Excellence' without diluting our basic philosophy of offering maximum value for money to the student community and young aspiring film makers. To achieve this objective we are in the process of bringing into our existing fold resourceful professionals with excellent academic background and proven track record.

Before concluding I take this opportunity to congratulate our MD Mr. Ramesh Prasad for having won recognition by Ms. Barbara Lange, Executive Director of SMPTE in which he is a member for nearly four decades. One of the reasons for the success of Prasad Film Laboratories and Prasad Group companies is due to bench marking of quality which in my opinion was made possible because of Mr.Ramesh's insistence in implementing SMPTE's standards and recommendations wherever possible. This enabled us to achieve what we aimed for and helped us continue to maintain our high quality standards.

S.Sivaraman - Editor

## Slovak Film Institute installs dft Scanity

The Slovak Film Institute (Slovenský filmový ústav, SFÚ) has installed DFT's state-of-the-art film scanner, Scanity, for film preservation and archiving at its facility in Bratislava, Slovak Republic.



Founded in 1963, SFÚ is the national film institute, responsible for the collection, preservation and protection of the Slovak audiovisual heritage. The SFÚ film archive houses around 80,000 film reels, which include all films made in Slovakia. Regarded as a significant part of national cultural heritage, these films are considered to be national property, protected by the state, and entrusted to SFÚ for archiving and administration. In 2011, a major national project, 'Digital Audio Visual', was established to digitise all audio and visual heritage to help preserve national history and culture for future generations. Digital Audio Visual is a large scale digitisation project, requiring a highly technical solution to capture both audio and visual content, including sound, music, video and film.

An extensive review of all available technology by SFÚ specialists determined that the DFT 4K film scanner suited their requirements perfectly. SFÚ worked closely with Slovakia-based BoneheadZ, a specialist local systems integrator who assisted in the installation, workflow design, systems integration and training. Ladislav Hodinka, General Manager, BoneheadZ says, "This project has been a wonderful example of strong cooperation between the developer and the authorised reseller, resulting in a highly satisfied customer experience."



Simon Carter, Sales Director at DFT adds: "We are delighted that SFÚ chose to install Scanity for its film scanning requirements. SFÚ conducted a thorough review and we're extremely pleased that Scanity ticked all the right boxes. Scanity provides a controlled, high-speed, film ingest and also addresses a number of other key archive film issues - such as sensitive handling of warping, shrinkage and dust/scratch management. The film transfer process has a 'touchless', reliable and repeatable outcome that will enable SFÚ to meet its long term archival management goals for many years to come.

## SMPTTE honours Ramesh Prasad

Mr. Ramesh Prasad, as one of the oldest members of the SMPTTE, was honoured by Ms. Barbara Lange, Executive Director, Society of Motion Picture & Television Engineers, India Section. She appreciated the book on Prasad Group founder Mr. L.V. Prasad, which was presented to her by Mr. Ramesh Prasad.



## Colorist training at Prasad



Training for colourists in Baselight 4.4 - Film Light by Mr. Ram Tripathi (Freelance Colorist from London) was held at Prasad Group facilities, Mumbai on 16th & 17th June 2014. Apart from our colourists, students of L.V. Prasad Film & TV Academy also participated in this program.

## Senior film conservator from Australia visits Prasad



Mr. Mick Newnham, Senior Film Conservator from Australia along with Mr. Stuart Campbell, Deputy Consul General for South India visited Prasad

Group Facilities at Chennai. Recently, a Prasad Group Company had supplied a film scanner to National Film and Sound Archive of Australia (NFSA)

## 3D Vision and Streaming in Multimedia

The Department of Information Technology at Amrita School of Engineering, Coimbatore organized a three-day national workshop on 3D Vision and Multimedia Streaming (MAGS 3D 2K14) between May 2 & 4, 2014. Ramesh Jayaraman and Karthik from Prasad Group, Chennai participated and delivered talks on Developing 3D movies, 3D Stereo Imaging Techniques and Embedding 3D Characters in 3D Movies. A demonstration of VFX projects of Prasad EFX was also presented. More than 75 participants from premier colleges, research labs and industry attended the three-day workshop.



# Edutainment Awards

The Edutainment Awards felicitated Institutes providing courses on media, design, communication & entertainment based on a comprehensive evaluation and rating on select parameters to assess the performance of the Institutes. An eminent media educationist, Prof Ujjwal K Chowdhury is anchoring this initiative along with distinguished jury members to select the best institutes in the Advertising, PR, Journalism, Films and TV, Fashion & Design (UG and PG) fraternity. The awards ceremony was held on April 26, 2014 at the JW Marriott, Juhu with over 100 participating colleges and a jury of 20 members. L.V.Prasad Film & TV Academy was ranked as 5th in Best Film & Television Schools (National) category. Mr.J.Naidu of Prasad Group, Mumbai attended this event and received the award.



# Prasad Group in the Media

**Indian Express**  
**L V Prasad Academy to open campus in Thiruvananthapuram**  
 Kochi: L V Prasad Film and TV Academy, academic institution in the domain of Media & committed youth of Kerala to develop new skills and build a career in the film industry. The courses will be used and help students to grasp the world of digital media addressing the challenges of the 21st century. The academy will have multimedia classrooms, outdoor shooting equipment, students' computerized animation and music video editing software.

**Business Line**  
**LV Prasad Academy campus**  
 Kochi, July 4 - LV Prasad Film & TV Academy has announced the launch of its Thiruvananthapuram campus. Ramesh Prasad, Managing Director, Prasad Group said the course offered in Thiruvananthapuram is a two-year full-time post-graduate diploma in cinematography with practical courses in subsequent years.

**THE TIMES OF INDIA**  
**Prasad lab's new campus in capital**  
 Thiruvananthapuram: L V Prasad Film and TV Academy, better known to film lovers as Prasad Lab, is its subsidiary campus of the group. The campus of the academy is being launched in Thiruvananthapuram to provide the film industry with a technology and a modern library. Students will get an opportunity to produce short films.

**THE HINDU**  
**Prasad Film & TV Academy to start campus at TVM**  
 Kochi, July 4 (PTI) Chennai-based Prasad Group is launching its Thiruvananthapuram campus. The new campus is being launched and commenced youth will be able to join the group's academy. Prasad Group is launching its Thiruvananthapuram campus to provide the film industry with a technology and a modern library. Students will get an opportunity to produce short films.

**ASIAOTT**  
**Slovak Film Institute Installs DFT's STATE-OF-ART - SCANITY FILM SCANNER**  
 Date: 25/06/2014

**PostProduction BUYERS' GUIDE**  
**Slovak Film Institute Installs DFT's STATE-OF-ART - SCANITY FILM SCANNER**  
 Article: 2014-06-27 11:13:26 Source: International

**Animation Xpress.com**  
**L V Prasad Academy travels to Thiruvananthapuram with a new campus**  
 July 8-2014

**THE HINDU**  
**Prasad Film & TV Academy announced the launch of its Thiruvananthapuram campus on Friday.** The academy run by the Prasad group is being launched as part of the expansion plans of the film school started in Chennai in 2005.

**THE HINDU**  
**The Thiruvananthapuram campus is being launched with an objective to provide opportunities for the talented youth of Kerala to develop new skills and build a career in the film industry.** Our courses are designed to address the constantly evolving expectations of today's global audiences," said Ramesh Prasad, manager of the group. The courses that will be offered at the academy are two full-time post-

## National Award

D.Yuvaraj, Audio Engineer at Prasad Group, Chennai, received the National Award for “Best Re-Recordist of the Final Mixed Track” for keeping a perfect balance between dialogues, sound effects and resonant ‘Chenda’ for the Malayalam Movie “Swapaanam”.

Hearty congratulations from Connect.



## dft at NAB 2014



It has been a busy few months for the dft team – with new developments and product launches to get ready for NAB, the launch of our new ‘look’ and also the delivery of new technology to customers worldwide – including India, America, Australia, Canada and Slovakia to name but a few!

### Scanity HDR

We launched our latest Scanity in Las Vegas at NAB in April. Scanity HDR uses a unique ‘triple-exposure’ process designed to get the most from difficult, dense black & white materials, in 2K at real time speeds.

### Phantom II

Also launched at NAB, this updated data transfer engine gives Spirit 2K and 4K users control and flexibility during image data capturing, facilitating a future proof ingest solution.

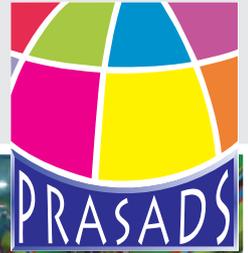
### dft - New Look

We were very pleased to launch our new look at NAB. Not only do we have a new logo (which we think has echoes of Bauhaus to reflect our stylish and technical German roots), but also the accompanying words ‘standing the test of time’, which is relevant for many of our customers and the work they are doing with the World’s film heritage. ‘Standing the test of time’ also aptly applies to dft – acknowledging our long and colorful heritage.



Simon Carter, DFT - Sales Director

## Hyderabad's Pride



1. Vickramasinha audio release took place at Prasads on 19th April 2014. In the pic: From L To R are Ramesh Prasad, Soundarya R. Ashwin, Subbarami Reddy, Rajinikanth, Mohan Babu, Dasari Narayana Rao, D. Ramanaidu
2. Bumper cars were introduced at Prasads to a great reception by the audience.

## L.V.Prasad Film & TV Academy to open in Thiruvananthapuram



L.V.Prasad Film & TV Academy, one of the leading academic institutions in the domain of Media & Entertainment Education in India, announced the launch of its Thiruvananthapuram campus and future plans to extend its reach across India.

Speaking on the occasion, Mr. Ramesh Prasad, Managing Director, Prasads Group said, "Malayalam Films have always been appreciated highly and holds a high place in Indian Cinema. The Thiruvananthapuram campus of L.V.Prasad Film & TV Academy is being launched with an objective to provide opportunities for the talented and committed youth of Kerala to develop new skills and build a career in the film industry. The courses will be highly focused and help the students to grasp the complex world of digital technology while addressing the constantly evolving expectations of today's global audiences". The courses that will be offered at L.V.Prasad Film & TV Academy in Thiruvananthapuram are two year full-time post-graduate diploma programme in Film Direction and Cinematography with plans to add on more courses in the subsequent academic years. The courses have been created to bring out the best creative and technical talents in students. Students will be encouraged to absorb all aspects of film making in the first year so that they get to understand the true meaning of cinema as a collaborative effort.

## Welcome to Prasad Group

Prasad Media Corporation Ltd., Hyderabad

TV Rahul, Associate - Fun Factory  
B Anvesh, Associate - Fun Factory  
G Naveen Kumar, Associate - Fun Factory  
G Mukesh, Associate - Fun Factory  
K Issac, Technician - Fun Factory  
E Manoj Kumar, Associate - Fun Factory  
D Lakshman Kumar, Associate - Customer care  
B Anjaneyulu, Projectionist - Multiplex  
Md Moseen, Associate - Concessions  
Ch Vinod Kumar, Associate - Concessions  
S Buchi Reddy, Associate - Concessions  
R Swamy, Associate - Concessions

## Marriage News

Prasad Media Corporation Ltd., Hyderabad

LLSR Murthy, Assistant- Accounts, married Sireesha on 17th May 2014  
K.Praveen Kumar, Associate- Customer Care, married Pallavi on 15th June 2014  
Ejaz Khan, Assistant- Maintenance, married Ayesha Khan on 5th June 2014

## Baby News

Prasad Group, Mumbai

Ravi Chandaraju - Electrician was blessed with a Baby Girl on 16th June 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 April, May & June 2014 are Arvind Singh, Ganesh Prajapati, Mangesh Bhalerao, Jagdish Abhang, Subil Mudaliar, Pradeep Kumar Yadav, Vishal Deshmukh, Rhishikesh Zarapkar, Balaraam Modem, Soma Sundar Krishnan, Chetan Gaikwad, Sameer Pandit, Jivan Mhatre, Sony Antony, Satheesh S., Suresh Kondareddy, Priyanka Mufti, Mahesh Nikam, Anupama Thaliyath, Sujit Das, Sachin More, Jayadev Tiruveaipati, Prabhakar Sawant, R Choubey, Ranjith Kumar M, Rajaram Kamble, Rajesh Yadav, Ajey Kodlikeri, Mohan Raut and Thiyagrajan. Best wishes to all from 'Connect'.



Vishal Vel,  
10th Standard,  
S/o. D.Yuvaraj,  
Audio Engineer,  
Prasad Group,  
participated in 'The  
100 hours Roller  
Skating Marathon' in  
Chennai held between  
1st - 5th May 2014.

## Pencil Sketch Competition

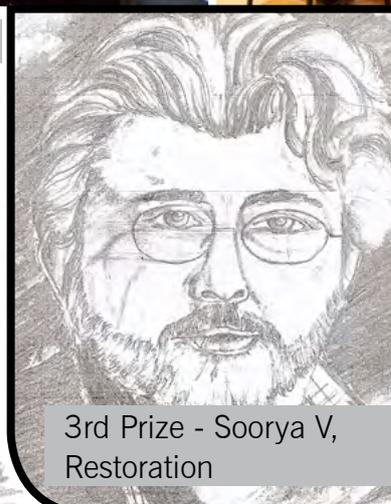
A portrait sketching competition was held in Chennai on 7th June, 2014. 32 enthusiastic employees participated in the event and showcased their talent. Participants were given the Portrait of Mr. George Lucas to sketch. Congratulations to the winners Kumar, Tharani & Soorya.



1st Prize - Kumar G, CG



2nd Prize - Tharani G, CG



3rd Prize - Soorya V,  
Restoration



## dft's Spirit restores 'The True Glory'



To commemorate the 70th anniversary of D-Day, the US National Archives' Motion Picture Preservation Lab undertook a full digital restoration of 'The True Glory' using DFT 4K Spirit Film Scanner, which won the Academy Award for Best Documentary Feature in 1945. The first challenge was with the quality of the film reels held at the National Archives. The original cut negative is held at the Imperial War Museum in England while NARA's reels consist of preservation prints and negatives several generations removed from the original negative.

to read the complete case study, visit <http://dft-film.com/customers/case-studies.html>

## 'The Professionals' with dft Scanity



BBC Studios and Post Production's award-winning Digital Media Services team has restored the complete first series of the cult classic British crime-drama, 'The Professionals' using DFT Scanity, for Indie Distributor Network, with the other series' to follow. The High Definition version was released Worldwide on Blu-Ray on 31 March 2014.

## 'The Sweeney' with dft Scanity



Following the release of 'The Sweeney', which saw Ray Winstone taking on John Thaw's Regan role, home entertainment label Network Distributing decided it was time to bring the original into the 21st century. They called on BBC Studios and Post Production's award-winning Digital Media Services who painstakingly restored the content frame-by-frame to create a new HD version using DFT Scanity Film Scanner. It was important that clarity and colour improvements were balanced with staying faithful to the style of the show and maintaining the 16mm film feel of the 1970s police series. The final episodes were formatted to HDCAM SR masters and released on Blu-ray.

to read the complete case study, visit <http://dft-film.com/customers/case-studies.html>

## dft's Scanity for ITV Studios



Thirty years after it was first broadcast on British television, BBC Studios and Post Production's award-winning Digital Media Services team has digitally restored and remastered over 30 hours of film to bring 'The Jewel in the Crown' back to its former glory for ITV Studios Global Entertainment using DFT Scanity. Produced by Granada Television, and based on the Raj Quartet novels by Paul Scott, the stunning 13-part award-winning drama series stars Art Malik, Charles Dance and Peggy Ashcroft, and charts the final days of the British Raj in India during World War II.



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suggestions to [connect@prasadgroup.org](mailto:connect@prasadgroup.org)*