

CONNECT

EDUCATION Day



L.V.Prasad Film & TV Academy Convocation Day

WHAT'S INSIDE

Rotana, AMIA,
Hindustan University

RECENT PROJECTS



3D, VFX, DI, Camera Services



DI, Camera Services



DI, Camera Services



VFX, DI Services



DI & Lab Services

VFX, DI Services



VFX, DI Services



VFX, DI Services



VFX, DI, Sound Services

Editor's Voice

Art and Literature are the result of the compulsive urge of human beings to express themselves. In this endeavor, over the centuries people belonging to different races, geographies, religions and ethnic groups have created a huge body of work unique to their respective cultures and rooted to tradition. These works consisting of fine arts like painting, sculpture and performing arts like music, dance and drama are part of their precious Cultural Heritage. They reflect the socioeconomic and political aspects of the contemporary periods and give a peep into their cultural background and history. Hence from time immemorial people have strived to practice, protect and preserve their cultural heritage to make themselves proud and to preserve their identity.

Film, though only 150 years old, has emerged as a powerful medium of this creative expression and entertainment is considered as part of Cultural Heritage by most countries like USA, Europe and Japan with great effort, time and money being invested to store, preserve and restore them. Unfortunately this realization has come to our region, especially to our country a bit too late and there is not much funding to support this effort as well. In this context, kudos to our valued client from Egypt, Rotana Group for their great initiative to restore Egyptian classics and we can be proud of the fact that Prasad Corporation was selected to help them in this huge effort.

This apart, in the quarter just ended, there were a flurry of activities to cheer about like LVP Academy, Chennai signing an MoA with Hindustan University for academic partnership for their MBA program in Media & Entertainment, DFT partnering with Dot Hill, Launch of short term courses by LVP Academy, Trivandrum and commencement of the new academic year of LVP Academy, Chennai with an augmented strength of 47 students.

We take this opportunity to welcome Mr.Venkatesh Chakravarthy and Mrs. Bina Paul to LVP Academy in Chennai and Thiruvananthapuram respectively and their new team members and wish them all success in their endeavors.

S.Sivaraman, Editor

Rotana to work with Prasad to restore Egyptian Classics



Rotana, the Arab World's largest entertainment company, has entered into an agreement with the Prasad Corporation to restore Egyptian classic films. Egypt has a rich film heritage, dating back to the early 1900s, much of which was in danger of being lost forever. An initiative to save Egypt's classic films began in 2004 and was revived and expanded when Rotana became involved in June this year. Rotana owner, Saudi Prince Alwaleed bin Talal announced that he would allocate funds to restore 1,650 Egyptian films, and he commented that the company had brought together the best expertise and the latest technology from around the world in order to preserve them. President of Rotana's TV Business Unit, Turki Al Shabanah, commented "this project is of national importance for Egypt, so we are delighted that Rotana is a part of it." Tarek Al-Gabali, the head of Rotana Film Library and its technical director explained that after Rotana started acquiring positive and negative 35mm prints of 20th-century Egyptian films for its library, "we had to act very quickly to restore those that were stored in unsuitable conditions. Our target now is to restore more than 1,000 feature films."

As the key partner in this high-profile project, Prasad Corporation has brought restoration equipment and experts to Rotana's facilities at Egyptian Media Production City – including the supply of DFT's Scanity.

Scanity integrates with Dot Hill



Dot Hill Systems Corp., a trusted supplier of innovative enterprise-class storage systems, announced that Digital Film Technology GmbH (DFT), is integrating Dot Hill AssuredSAN Ultra48 "ultra-density" storage system as part of DFT's high dynamic range Scanity HDR film scanner solution. The new DFT Scanity HDR high-speed film scanner, captures maximum dynamic range from historical black-and-white film without compromising on speed or quality.

Hindustan University sign MoA with L.V.Prasad Academy

Hindustan University recently signed a Memorandum of Agreement (MoA) with LV Prasad Film & TV Academy for its MBA course in Media and Entertainment as an Academic Partner. Hindustan University and L.V.Prasad Film & TV Academy with a mutual vision to add value to the Media & Entertainment industry and the student community, have come together to provide their expertise to students of management. L V Prasad Film & TV Academy will be providing academic training, infrastructure and networking links with the industry to fulfil the educational needs of the students.



AMIA 2014



This year's AMIA conference was held, for the second time, in the historic city of Savannah, Georgia between 8 & 11th October. The conference is a unique forum for colleagues from all over the field to meet, share information and work together, and is the world's largest gathering of motion picture, recorded sound archivists and interested professionals. The objective of the conference is to develop, sustain and support the best practices in audiovisual archiving. DFT is a generous sponsor of the event and is also very deeply involved in the organisation - in fact Colleen Simpson of the Los Angeles office is on the AMIA Board of Directors.

This year, the DFT booth was in a prime location, close to the main entrance, and we promoted the Scanity HDR alongside the many archive restoration and scanning services offered by Prasad Corporation.

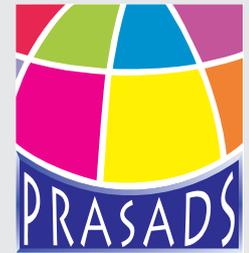
Enquiries came not only from the USA but from countries as far apart and diverse as Canada and Uruguay.

For more information, please visit www.dft-film.com

New Academic Year commences at L.V.Prasad Academy

The current Academic Year of L.V.Prasad Film & TV Academy commenced on 15th August 2014 with the hoisting of the National Flag by Sai Prasad, Director, Prasad Group. On popular demand the number of student intake this year was increased to nearly double the capacity. L.V.Prasad Film & TV Academy has made elaborate arrangements to upgrade and ramp up the infrastructure and faculty to cater to the increased number of students. Additionally the Academy has also opened a state-of-the-art campus in Thiruvananthapuram.



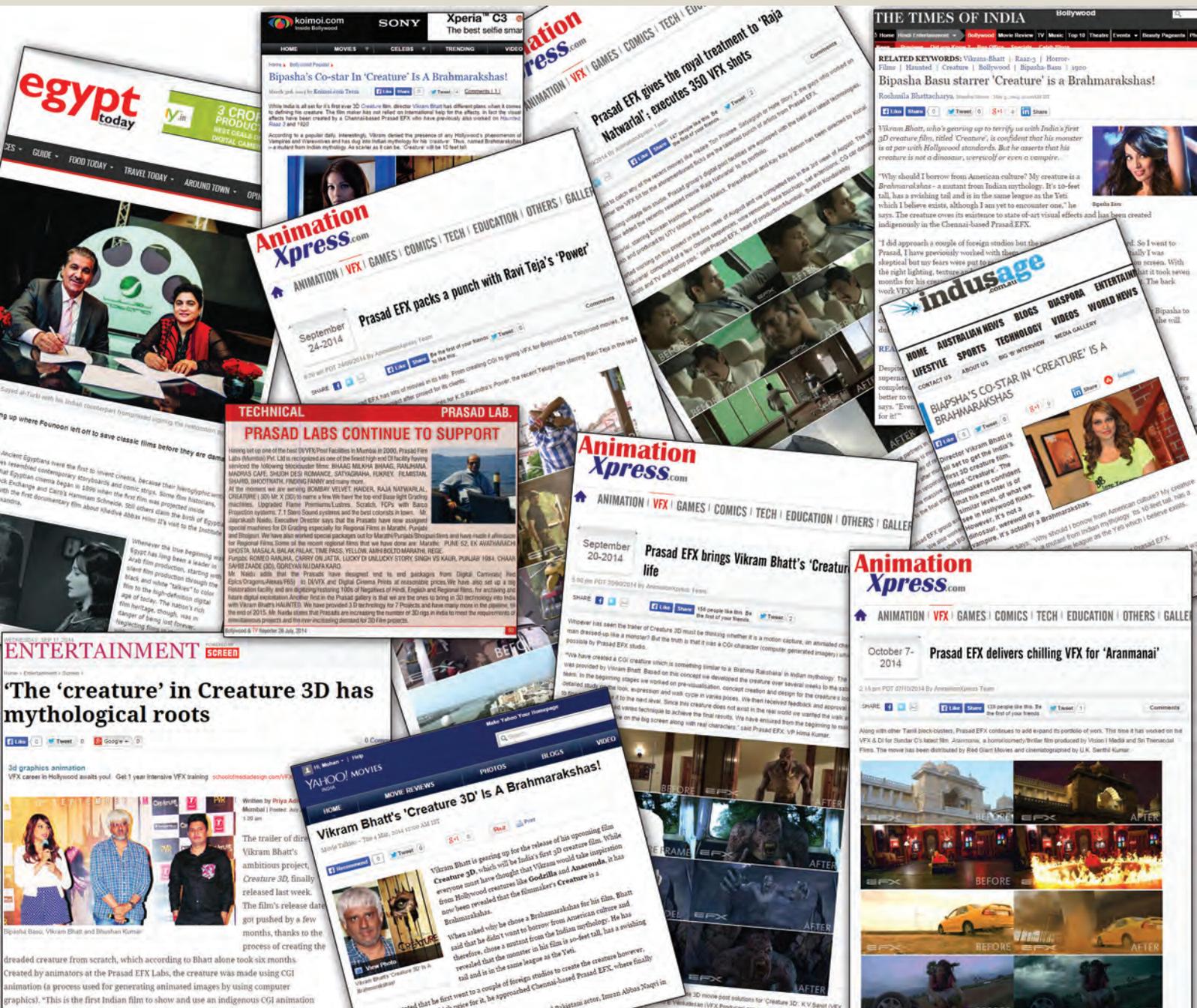


Hyderabad's Pride

1. Android One Mobiles promotion took place at Prasads in September 2014 for two weeks.
2. Bajaj displayed its new model 'Discover' at Prasads on 20th September 2014.
3. Fun Factory's promotion took place at Prasads sponsored by Big FM on 9th August 2014.
4. Nissan promoted its new model Terrano at Prasads on 23rd August 2014.



Prasad Group in the Media



A day of celebration and accomplishment at the L.V. Prasad Film & TV Academy

The 8th Convocation Day of L.V.Prasad Film & TV Academy started off to a packed house in the preview theatre of Prasad Film Laboratories in Chennai. Award Winning Malayalam Film Director Padma Vibhushan Dr.Adoor Gopalakrishnan was the Chief Guest. Guest of Honour was noted Music Director 'Isaignani' Ilayaraja. The function started with a welcome address by Mr.Ramesh Prasad followed by the annual report presentation by Mr.Venkatesh Chakravarthy, Director of the Academy. 32 students passing out this year received their certificates. Dr.Adoor Gopalakrishnan said in his address "It took me seven years to make a film after my diploma and here I find students of the academy making mainstream films soon after completion of their studies". Some of the recent films in which alumni of the academy have worked on include Run Raja Run, Venkatadri Express, Kalyana Samaya Saadham, Kaadhalil Sodhappuvadhu Eppadi, Vaayai Moodi Pesavum and Amen. Guest of Honour Mr.Ilayaraja magnanimously offered to compose music options in public for a 10-minute silent movie to be made by the students. His statement evoked a huge applause from the gathering.



Sai Prasad welcoming the Guest of Honour 'Isaignani' Ilayaraja



Ramesh Prasad welcoming the Chief Guest Padma Vibhushan Dr.Adoor Gopalakrishnan



Ramesh Prasad - Managing Director, Prasad Group delivering the Keynote address

The Winners :-

Direction

Gold - Vishnu Vardhan Rao
Silver - Ajay Arjun
Bronze - Isha Pungalia
Consolation - Vivek Viswanathan

Cinematography

Gold - Meera Mariam Yesudasan
Silver - Aditya Kumar Javvadi
Bronze - Varun Vinu
Consolation - Aditya Devaraj

Editing

Gold - Midhun K.R.
Silver - Ravi Teja. G
Bronze - Harish V.R.
Consolation - Vivek .A

Sound Design

Gold - Dhanush Nayanar
Silver - Suryanarayan. V
Bronze - Sagar M.S
Consolation - Keerthana Murali



Venkatesh Chakravarthy - Director of L.V.Prasad Film & TV Academy delivering the annual report address



'Isaignani' Ilayaraja gave an inspiring speech to the students



Padma Vibhushan Dr.Adoor Gopalakrishnan addressing the students



Sivaraman, General Manager-Prasad Group, Chennai introducing the Jury and the Awards



Midhun receiving the Gold Medal for Best Editing from Editor Sabu Joseph



Dhanush Nayanar receiving the Gold Medal for Best Sound Design from Sound Designer Hareendranath



K.R.Subramanian - Business Head, Prasad Group - Chennai delivering the Vote of thanks



Meera Mariam Yesudasan receiving the Gold Medal for Best Cinematography from Cinematographer Loganathan



Vishnu Vardhan Rao receiving the Gold Medal for Best Direction from Director Karthik Subbaraj

Prasad EFX packs a punch with Ravi Tejas' Power



Recently Prasad EFX provided VFX & DI services for K.S.Ravindra's Power, a Telugu film starring Ravi Teja in the lead role and produced by Rockline Entertainments. "We worked on about 70 minutes of VFX in the movie Power. Compositing, 3D tracking and also doing complicated touchups and cleanup jobs were part of the project," said Hima Kumar, VP- VFX & DI. The movie consists of around 1,000 VFX shots and the team took a total of 8 months to finish the entire project. "We had to go for lot of 3D tracking shots to replace green matte backgrounds and other background changeovers. Director Santosh Ravindra Kolli (Bobby) gave us lots of references and creative inputs for important sequences in the movie which helped us in executing the VFX," added Himakumar. Under the efficient Supervision of CH Sreenivas a large team including Rajesh Radhakrishna (Sr. Line Producer), Priya Kumar (3D Line Producer), Bhargavi (Project Lead), Abdul Rawoof (Quality controller), KRS Prasad (VFX shoot co-ordinator) and many others have put-in their hard work on this project.

Prasad EFX brings Vikram Bhatt's Creature to Life

"We have created a CGI creature which is something similar to a 'Brahma Rakshasa' in Indian mythology. The concept design was provided by Vikram Bhatt. Based on this concept we developed the creature over several weeks to the satisfaction of the team. In the beginning stages we worked on pre-visualisation, concept creation and design for the creature's look. We did detailed study on the look, expression and walk cycle in varies poses. We then received feedback and approval from the director to fine tune and take it to the next level. Since this creature does not exist in the real world we wanted the walk and run cycle to be believable and used varies techniques to achieve the final results. We have made the Creature look believable on the big screen along with real characters," said Hima Kumar, VP - VFX & DI, Prasad EFX.



The movie involved a total of 375 creature shots and 100 other general VFX shots. "There are so many creature based films in Hollywood, but we did not follow any reference and shots from any of them for this film. The 'Brahma Rakshasa' character originates in our mythology and we designed and developed it. Doing 'Creature 3D' character animation without any reference was a big challenge and we are proud to say that we have achieved the director's vision," added Himakumar. According to him, the Climax was the best part in the whole VFX sequence. "In this sequence, the creature interacts with the characters in action which turned out to be an exciting experience for the audience."

Prasad EFX has also provided DI and complete 3D movie production solutions for 'Creature 3D'. K.V.Sanjit (VFX Supervisor), G.Villavan Kothai (Creative Head) and E.Venkatesan (VFX Producer) are some of the key members who contributed to this project. "We have worked on this film for a year, from designing stages, pre-visualization of the sequences to final delivery. The real production time was about six months with 40 to 50 artists," revealed Himakumar.

Welcome to Prasad Group

L.V.Prasad Film & TV Academy, Thiruvananthapuram
K G Jayan, HOD - Cinematography
Ani Thomas, Associate Professor - Direction
Baiju Kurup, Associate Professor - Editing
Louis Mathew, Assistant Professor - Film Aesthetics

Prasad Media Corporation Ltd., Hyderabad

TV Rahul, 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
B Anvesh, Associate - Fun Factory
Ch Vinod Kumar, Associate - Concessions
S Buchi Reddy, Associate - Concessions
Md Moseen, Associate - Concessions
R Swamy, Associate - Concessions
D Lakshman Kumar, Associate - Customer care
B Anjaneyulu, Projectionist - Multiplex

Marriage News Prasad Group, Mumbai

Mani Thevar, Consultant - Negative Stores, married Shanti on 10th September 2014

Baby News

Prasad Film Labs, Hyderabad

Durga Babu, Assistant - Accounts was blessed with a Baby girl on 27.09.2014

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 July, August & September 2014 are Venkateswara Rao N, Gurupratap Singh Matharu, Boopathy, Sunil Chitte, L.Saravanan, Nitin Raghunath Mane, Mohan P, Kinshuk Dalia, Swapnil Hirave, Kapil Prajapati, Sachin Bole, Tushar N. Wadhe, Swapnil Kulkarni, Rajesh Panchal, Pravin Prakash Shinde, Rajesh Kadam, Nilesh Ghonge, Ganesh Gholap, Mayur Prakash Gaikwad, Shekhar C Ghorpade, Ganesh Khinchirao, Nilesh Shinde, Ravi Chandaraju, Keshav Naidu. Best wishes to all from 'Connect'.

National Students Meet 2014



The National student meet is conducted twice a year by MAAC and organised towards creating a platform for MAAC students to interact with industry experts and their counter-parts regarding trends in the Animation & VFX industry. More than 100 students, apart from

the faculty, staff and team of MAAC congregated at Mumbai for this learning event. Mr.Suresh Konda Reddy, Prasad EFX, Mumbai was one of the Guest Speakers in this event.

Welcome to Prasad Group



Mr.Venkatesh Chakravarthy joined L.V.Prasad Film & TV Academy as Regional Director in Chennai. Starting his career as a production executive in the Hindi film industry and as an assistant director & co-script writer in Tamil and Malayalam cinema, he started teaching

at the Film & Television Institute of Tamilnadu. He played a key role in designing the first Bachelor's Degree Course in Visual Communication in the region which was launched by Loyola College, Chennai. It is with his well researched curriculum design that the Ramanaidu Film School was founded by Suresh Productions at Hyderabad, where he served as the Dean of the School and the Professor & Head of the Department of Direction & Screenwriting



Mrs.Bina Paul joined L.V.Prasad Film & TV Academy in Thiruvananthapuram as Regional Director. A graduate from FTII, Bina Paul started her career as editor for the ground breaking Malayalam feature film AMMA ARIYAN. She has worked in more than 50 films and won the National

Film Award for Best Editing twice for MITR MY FRIEND and UNNI, and State Film Awards for SAYAHNAM, MARGAM and MEGHMALHAR. She has also won State Television Awards many times. Since starting her tenure in C-Dit as Deputy Director, she has been involved in film teaching and training. She was involved in the conception of International Film Festival of Kerala, and being the Artistic Director for 13 years she was instrumental in making it one of the top film festivals in the World. She has also served in the juries of many International film festivals of Berlin, Locarno, Durban etc. Bina has been into film education for more than two decades now.



Mr.Aaron Taylor joined DFT as Managing Director in September 2014. Aaron is based in Darmstadt, Germany, and his priority is to oversee the continued development, production and distribution of high-end film scanning technology for which DFT is renowned.

Aaron joins us from DITABIS (Digital Biomedical Imaging Systems), where, as Managing Director he was responsible for the development and production of specialist medical and laboratory instrumentation. Prior to that he was Chief Technology Officer at consumer electronics firm, Trekstor.

Prasad EFX delivers chilling Visual Effects in 'Aranmanai'



Prasad EFX delivered VFX & DI for the recent Tamil blockbuster 'Aranmanai'. "Having worked with Director Sundar.C before really helped us to understand his expectations and recreate that on screen. It was an extremely great experience for the team. The concept design was provided by Sundar himself. Based on this concept we developed the whole theme over several weeks to our satisfaction and that of the production team. Some of the sequences which required detailing included a water twister sequence where the twister was recreated using CGI and matched to the lighting conditions of the shot. The director was very clear in what he wanted from us and the project met all the deadlines without any problem," said Hima Kumar, VP - VFX & DI, Prasad EFX. "We worked on this film for eight months, from designing stages, pre-visualization of the sequences and to final delivery. The real production time was about six months with 125 artists. The wind mill sequence and water twister sequences are the best. The fire sequence around Andrea Jeremiah, Cloud Animations and day to night sequences have received appreciation from the industry as well".

The movie had a total of 1,200 VFX shots. Raja (Line Producer) and Praveen (VFX Supervisor) were some of the key members who have contributed to this project.

New gate adapters - Coming Soon

Previously announced as a concept at NAB 2014 – dft will be introducing new versions of its 16mm LGA gate, with the implementation of new S8mm/8mm/MAX8mm gate adapters.

These new options will become available during 2015, and are based on the current 16mm LGA gate. Using the standard 16mm lens assembly, pixel pitch is 3 microns, which yields a maximum resolution in S8mm of around 1700 pixels per line and scanning speeds greater than 30fps. The basic concept can be adapted to other formats, such as 9.5mm, 13mm, 17.5mm or Ultra16 as well as material with non-standard perforation holes, such as mid-perforation or Lumiere, as required by clients.



The new facilities of L.V.Prasad Film & TV Academy at Thiruvananthapuram was launched on 15th September 2014 with a 'Ganapathi Homam' by Mr.Ajith P. George, Head of Prasad Group, Kerala



28, Arunachalam Road, Saligramam, Chennai - 600 093. Phone : + 91 44 23764432, 23764434
Fax : + 91 44 23764395 www.prasadgroup.org

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The next issue of CONNECT covering the months of October, November & December 2014 will be published in January 2015. Please email your articles (before 15th December 2014), news (before 30th December 2014) and suggestions to connect@prasadgroup.org