

CONNECT

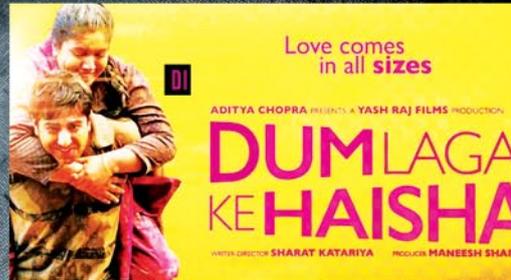
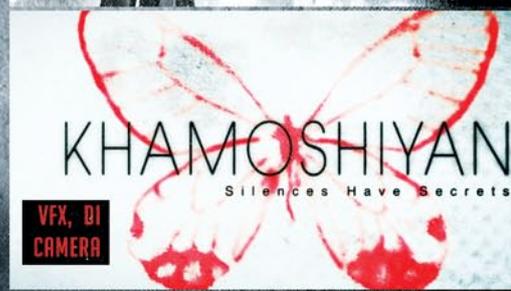


SCANITY HDR

DFT LAUNCHES
NEW TECHNOLOGY
FOR ITS LATEST SCANITY HDR SCANNER



RECENT PROJECTS



19TH SEAPAVAA CONFERENCE
22ND — 28TH APRIL 2015
ASIAN FILM ARCHIVE
SINGAPORE

ADVOCATE, CONNECT, ENGAGE

Editor's Voice

In the industry Prasad is always known as the company that is in the forefront in introducing new technologies in the space of postproduction offering solutions that ensure superior final finish to the deliverables. Providing state of the art machineries, workstations and tools in a spacious, delightful and customer friendly work environment has been our hallmark right from the beginning when we offered Film Processing services (based on Silver halide technology & photochemistry) through the advent of Video Technology (the imaging technology that combined electronics & magnetic oxide) and finally to the game changer Digital Technology (file based). It is an undeniable fact that this trait of ours based on the guiding principle of the management that has kept us in the league and helped us to spread our wings beyond the shores. In this context we can be proud of the fact that DFT's products and services are being used and appreciated by the leading Film archives around the Globe.

In the current scenario of rapidly changing technology it is natural that in most of the media centric companies the business is in a state of flux and our company was quick to realise that the road map for the business is to be redrawn for the journey ahead. At this juncture we welcome aboard Mr.Naren Jawaharani, CEO Prasad Corporation Ltd and Mr.Kumarasamy who has joined Prasad Group to head Digital Cinema on a pan India level and also to head Audio, video and studios divisions at Chennai and Bangalore. We look forward to their inspiring leadership, guidance, infusion of new energy and to bring in dynamism that spurs growth.

S.Sivaraman, Editor

DFT launches new wet gate technology for its latest Scanity HDR Scanner



DFT, the leading provider of high-end film scanning solutions that preserve, manage, and deliver the pristine quality that film deserves, announced the launch of a state-of-the-art Wetgate Technology for its latest Scanity HDR film scanner at NAB 2015. The new Wetgate system was demonstrated for the first time using safe fluid.

The new Wetgate technology is designed specifically for DFT's Scanity HDR model providing a real-time organic solution for the ingest and management of difficult to solve historical film transfer issues – such as dust and scratch removal – surpassing prior transfer standards. The new Wetgate is ideal for archive owners who need a scanner that's able to handle a range of problematic and historically-aged film issues.

Simon Carter, DFT Sales Director, said, "We've responded to the needs of the archiving market by evolving our technology to address its requirements, first with the Scanity HDR – announced at NAB 2014 – and again by developing our new Wetgate technology. By enabling many of the issues associated with historically-aged film to be addressed at the scanning stage, our customers have less work to do downstream, saving valuable time and money."

Also on view at NAB 2015 was DFT's Scanity HDR, which was developed in response to the demands of the film market. It was demonstrated with the latest Scanity software release. Scanity HDR now offers a host of new user friendly features, that serve a variety of film scanning applications, including – but not limited to: film archive scanning for mass digitization; EDL/conform scanning; low resolution browsing for archive and restoration; short-form commercials; and 4K UHD ready and digital intermediate scanning.

Scanity HDR has a number of key advantages over other scanner solutions for the archive and restoration market, namely its touchless patented capstan drive Lens Gate Assembly (LGA) system. This provides both automatic shrinkage compensation and gentle film handling, whilst delivering industry leading image stability, perfectly designed to liberate data from old films.

Key features include its patented Black & White HDR function, a new triple exposure – executed once – in realtime 2K or 4K data ingest. This means the scanner speed remains constant, instead of having to slow down, creating significant time and cost benefits and allowing access to previously unseen details from the high and lowlights of the film, faster than ever.

In addition, DFT also unveiled its new small gauge LGA (Lens Gate Assembly) called “16plus”. This new addition to the current 35mm and 16mm LGAs, enables Scanity to capture, for the first time at high speed, both 8mm and 9.5mm small film gauges at up to 4K in 16 bit RGB.

DFT's worldwide customers include The National Library of Norway (NBR), National Film and Sound Archive of Australia (NFSA), Library and Archives Canada (LAC), The Slovak Film Institute (SFÚ), The Film Institute Netherlands (EYE), National Audio-Visual Archive of Finland (KAVA) and the Royal Thai Archive.



Film Preservation & Restoration Film School in India

Film Heritage Foundation is a not for profit organization set up by Shivendra Singh Dungarpur in 2014. Recognizing the urgent need to preserve India's cinematic heritage, the foundation is dedicated to supporting the conservation, preservation and restoration of the moving image and to develop interdisciplinary educational programs that will use film as an educational tool and create awareness about the language of cinema.

Film Heritage Foundation in collaboration with Martin Scorsese's The Film Foundation and World Cinema Project, Cineteca di Bologna, L'Immagine Ritrovata and the International Federation of Film Archives (FIAP) hosted the Film Preservation & Restoration School India from February 22nd–28th, 2015 to provide training in film preservation and restoration to help safeguard India's cinematic heritage. Prasad Group was one of the Session Sponsors for this event. M/s. M.Venkatesh (Venky) and Arputha Raj from Prasad EFX Chennai and Sony Mulakkal from Prasad EFX Mumbai participated in this course and received the completion certificate from veteran Actress Waheeda Rehman.



Prasad Productions's Next - "Andhra Pori"

Prasad Productions' next project is the Telugu Film 'Andhra Pori', a remake of the Marathi super hit 'Timepass'. The film's cast includes Director Puri Jagannadh's son Aakash Puri and Ulka Gupta. Puri Jagannadh gave the clap for the first shot, Ramesh Prasad switched on the camera and Director Puri's wife Lavanya directed it. The film is directed by Raj Madiraj. Mr.Ramesh Prasad in an interview to the media said, "My father dedicated his whole life for movies. I followed him and settled in this field. This is a very special day in the journey of Prasad Productions. 'Andhra Pori' is the 30th film in our productions. We are sure that 'Andhra Pori' will entertain everyone".



L.V.Prasad Film & TV Academy, Thiruvananthapuram - 1st Weekend course in Digital Film Making

This 3-month course is conceived as an occasion to learn the basics of filmmaking with digital equipment. There are 6 weekends of class in the first two months and the 3rd month is for production of a short film of 5 minutes duration. Intense hands-on training is given with necessary theoretical inputs on various aspects of filmmaking .

The first batch started on 8th November 2014 with 9 participants, most of them with no previous knowledge or experience in filmmaking. They have completed 3 short fiction films.

PRATHIBIMBAM (The Reflection) - Participants: Balu BA, Sham Mohammed Basheer & Veeresh IV
It's about a little boy's relationship with his grandfather, who is sort of neglected by the family.

ARDHAVIRAMAM (Semicolon) - Participants: A nju Mohandas, Kiran S Chandra & Nisanth SL
The film is about a prisoner facing execution and how the event is connected to a larger world.

MADAKKAM (Homecoming) - Participants: Avinash Kumar, Prahas & Sajeev Kumar MS
The emotional moments of a father and daughter on their last journey together is the premise of this film.

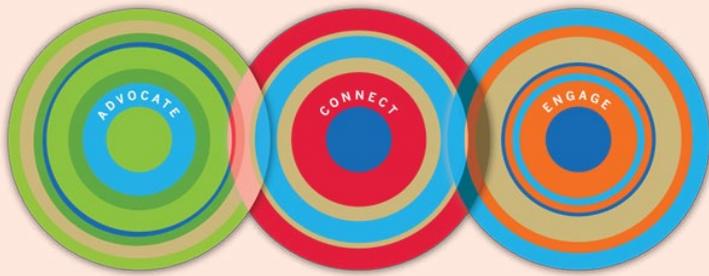
The certificates were awarded to the participants in a function at LV Prasad Film & TV Academy, Thiruvananthapuram on 10th January 2015. The chief guest was the well-known Hindi filmmaker and music composer, Vishal Bhardwaj. His latest film HAIDER was shown at the Academy theatre to an invited audience before the function. The interaction between the audience and the filmmaker went on for an hour. M/s. Ramesh Prasad, MD, Prasad Group, Adoor Gopalakrishnan, Rajeev Nath, filmmaker & Chairman of Kerala State Chalathithra Academy and Sivaraman, of Prasad Group were on the dais. Many dignitaries from film and media were present at the function.





1. Idea promoted its campaign Idea Internet Network at Prasads on 28th February & 1st March 2015.
2. Rudramma Devi, the first historical stereoscopic 3D film in the country, trailer launch took place at Prasads on 28th February 2015 which witnessed the attendance of many big personalities of the tinsel town, including the lead actress Anushka, Paruchuri Venkateswar Rao, Prasad V Potluri and Dil Raju
3. Uninor telecom promoted its services at Prasads on 13th & 14th March 2015

SEAPAVAA Conference, Singapore



The 19th SEAPAVAA Conference and Symposium was held on 22 - 28 April 2015 at Asian Film Archive in Singapore with the theme "Advocate, Connect, Engage", an increasingly important focus amongst archivists. The Conference-Symposium seeks to address a myriad of issues related to archives' evolving relationships with their stakeholders, users and the community during the two-day Symposium on 22 and 23 April 2015.

Mrs. Jaya Vasant and Mr. Paul Stambaugh are participating in this event on behalf of Prasad Group. Mr. Sai Prasad was a speaker and presented a Digitization & Restoration case study.

SEAPAVAA, founded in 1996, is an association of organizations and individuals involved in, or interested in the development of audiovisual archiving in a particular geographic region - the countries of Southeast Asia (the ten member nations of ASEAN), Australasia (Australia and New Zealand) and the Pacific Islands (Micronesia, Melanesia, Polynesia).

It particularly aims to promote audiovisual archiving and to preserve and provide access to the region's rich audiovisual heritage.

Education Expo - Daily Thanthi

Daily Thanthi Education Expo 2015 is the premium education exhibition which provides a big opportunity to students to gain information about emerging career options in various fields of education to choose the best course as well as the best institution. L.V. Prasad Film & TV Academy put up stalls in the exhibition to promote its educational services in four centers of Tamilnadu.



Welcome to Prasad Group

Prasad Media Corporation Ltd., Hyderabad

V Raghunath Prasad, Projectionist - Projection

R Anand, Associate - Fun Factory

S Srinivas, Associate - Fun Factory

Marriage News

Prasad Media Corporation Ltd., Hyderabad

D Neelesh, Associate - Concessions married Sowjanya on 30th January 2015

V.Shiva Prasanna Kumar, Associate - Fun Factory married Renuka on 30th January 2015

I.Srinivasulu, Electrician - Maintenance Department married Krishnaveni on 20th February 2015

Ch. Narsimhulu, Associate - Customer Care married Sirisha on 08th February 2015

S.Narender Goud, Associate - Concessions married Jhansi on 22nd February 2015

P Durga Anand, Associate - Fun Factory married Lasya on 26th February 2015

Baby News

Prasad Media Corporation Ltd., Hyderabad

S Srikanth, cashier was blessed with a baby boy on 27th February 2015

G Yesu Kumar, Associate - Box Office was blessed with a baby boy on 17th March 2015

M Chakrapani, Projectionist - Multiplex was blessed with a baby boy in May 2014

Prasad Group, Mumbai

Boopathy T, Assistant Manager - Technical Support IT was blessed with Baby Boy on 30th March 2015

Prasad Group, Kolkata

Anupam Gupta Roy, Conformist - DI was blessed with a baby boy on 8th February 2015

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 2015 are Pravin Talegaonkar, Arun Mendon, Prakash Talekar, Sanjay Chavan, Mahesh Palyekar, Swapnil Pawar, Ravindra Sutar, Mani Thevar, Jekyll Gopalakrishnan, Anil Kumar, Hemang Modi, Karuna Lawate, Sujit Suvarna, Jespal Nadar.

Best wishes to all from 'Connect'.

Academy - Shades & Hues - Color Grading Workshop

Vijay Baba, Colourist in several films including Linga, demonstrated the aesthetic and careful use of all shades of the colour palette in film editing and their effective use in film post production for the Editing & Sound Design students on January 9th 2015 at L.V.Prasad Film & TV Academy, Chennai

Naren Jawahrani joins Prasad Corporation as CEO



We are happy to welcome Mr. Narendra Jawahrani who has joined us as the Chief Executive Officer (CEO) of Prasad Corporation Limited. Naren comes to us with a rich experience of more than 20 years in developing organizational strategic directions, transformations and spearheading growth. Naren has good experience of the BPO industry and a great knowledge of the European and American markets. Under the executive leadership of Naren, we are embarking upon a very exciting new phase of our journey of growth and development.

Kumarasamy joins Prasad



Mr. Kumarasamy J has joined Prasad Group to head the Digital Cinema business at a pan India level. He will also be heading the Group's Audio, Camera and Studio Operations for Chennai & Bangalore. He comes with more than 24 years of rich experience in Business, Sales, Marketing and Operations.

Academy - Cuts and transitions - An Editing Workshop



Leading Editor of neo realistic Tamil films such as Myna, Kumki, Kayal and Yazh, Mr. LVK Das conducted an editing workshop at L.V.Prasad Film & TV Academy, Chennai covering issues of editing for narration, smooth, appropriate transitions and editing aesthetics for the Editing & Sound Design students on January 8th 2015.

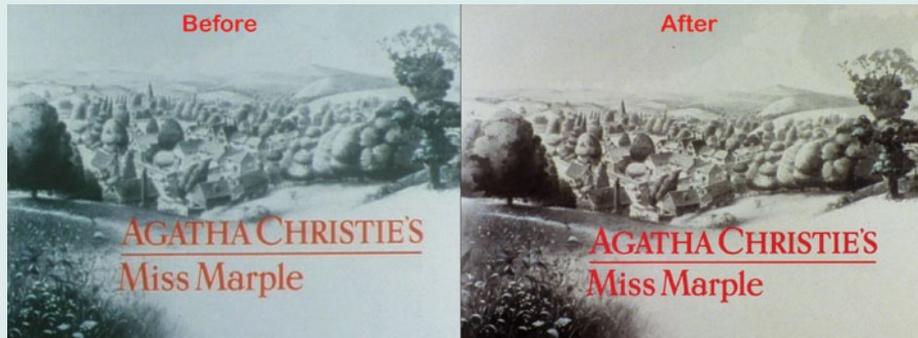
Scanity used in Restoration of lost 1927 Disney film found in Norway



A copy of a 1927 Walt Disney cartoon which was thought to be lost has been found in northern Norway, by the country's National Library. The film – an almost complete version of Empty Socks, the first Christmas film by the US entertainment giant – was discovered during an inventory at the library's facility in Mo I Rana, near the Arctic Circle.

Martin Weiss, from the National Library of Norway commented "Scanity enabled us to scan material that would have otherwise been lost (as it could not be restored in an analogue way). It also lets us preserve as much of the film as possible, by allowing us to overscan; scanning the frame and other information that is around the picture frame without a resolution penalty."

Using DFT's Scanity to restore classic BBC murder mystery Agatha Christie's Miss Marple



Much loved Joan Hickson episodes were restored from the original negatives for the first time by BBC Studios and Post Production Digital Media Services.

BBC Studios and Post Production's specialist Digital Media Services team has completed full restoration work on the classic British murder mystery series 'Miss Marple', bringing the picture quality up to date for 21st century audiences by scanning them at 2K resolution using Digital Film Technology's film scanner Scanity.

Based on the stories of Agatha Christie and starring Joan Hickson, the original BBC episodes have been remastered for BBC Worldwide's upcoming DVD and Blu-ray release in North America. The new HD box set includes the first episode of the series The Body in the Library, first broadcast by the BBC 30 years ago, as well as Murder in the Vicarage, A Murder is Announced and The Moving Finger.

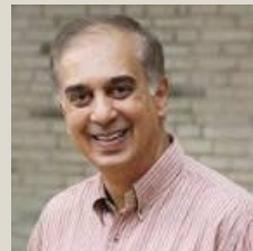
to read the complete case study of DFT, visit <http://dft-film.com/customers/case-studies.html>

Academy - Music & Moods - A Music Composing Workshop



The sound of music and a lot of excitement filled the L.V.Prasad Film & TC Academy's Chennai Auditorium on January 20th and 21st 2015 as Mr. Shyam Benjamin, upcoming young music director of Kalavu Thozhirchalai and Kanavu Veeriyam conducted a music composing workshop for Direction and Editing & Sound Design students at the Academy. Over the course of two days, he shared his experiences in interacting with Directors and Sound recordists while composing music. He explained the nuances of Music genres, emotions, storytelling and the role of music in narrative. The students pitched a concept and he composed the tracks.

Interaction with Chetan Shah at L.V.Prasad Film & TV Academy



Documentary filmmaker Chetan Shah's film Kahani Karuna Ki was screened on January 19th at the Chennai Academy auditorium and was followed by an interaction with

the filmmaker. A discussion on the choice of incorporating stylized action sequences in a documentary on passive euthanasia of terminally ill patients and the challenges of filming a subject who cannot speak or give testimony was conducted.



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The next issue of CONNECT covering the months of April, May & June 2015 will be published in July 2015.
Please email your articles (before 15th June 2015), news (before 30th June 2015) and suggestions to connect@prasadgroup.org