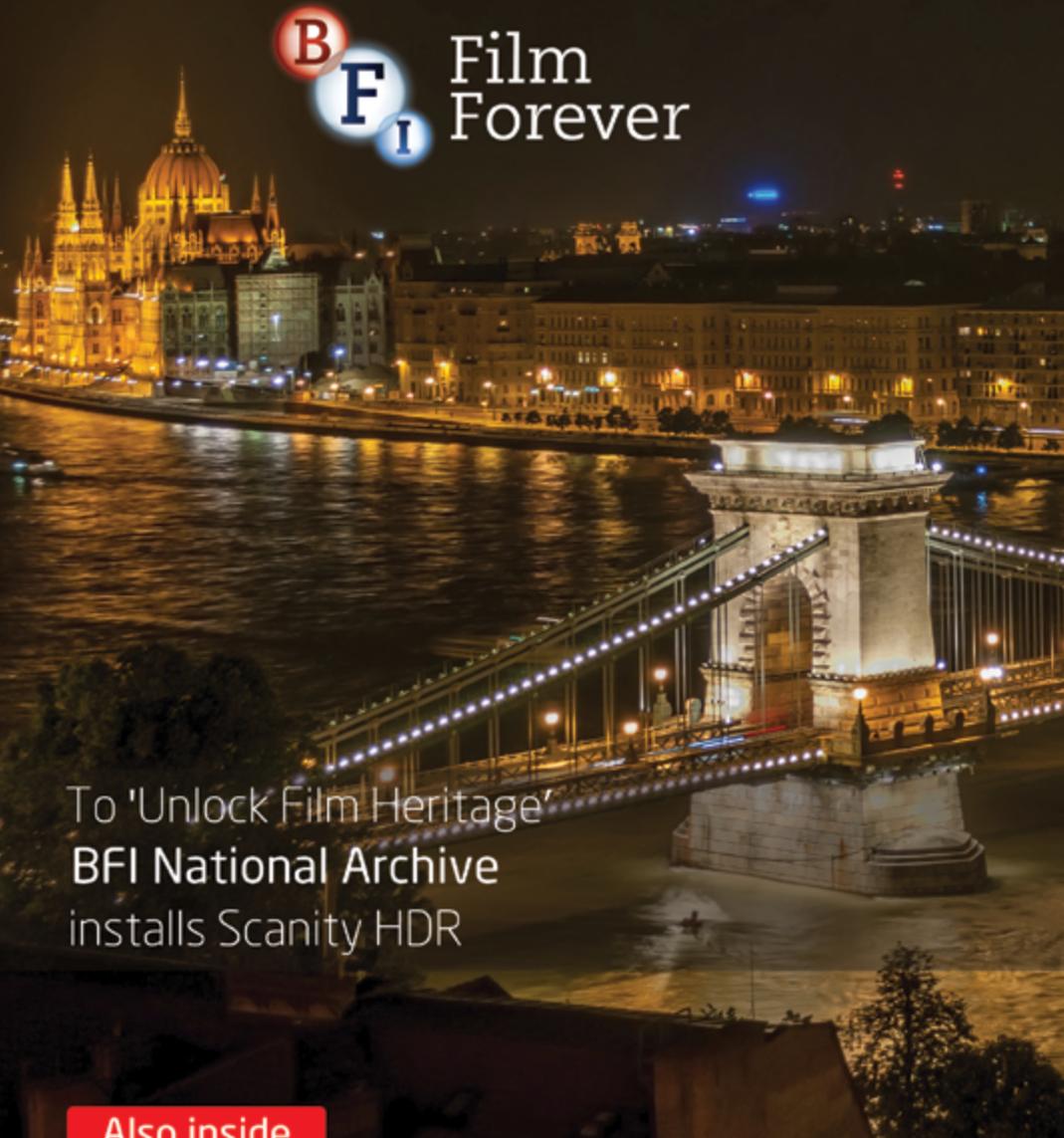


CONNECT

BFI Film Forever



To 'Unlock Film Heritage'
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installs Scanity HDR

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RECENT PROJECTS



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NAB 2016

Editor's Voice

Food , Health, Education and Entertainment are the industries considered, in that order, to be essential for the survival and progress of mankind. In that context we have every reason to feel elated that our main business interests and core competencies are in these very sectors. Prasad has transitioned over the past 60 years from a content creator to a post production house and to a worldwide organization today serving the needs of leading organizations from across industries. LV Prasad Film and TV Academy is considered to be one of the top film schools in the world and the best in the country. Similarly LVP Eye Institute is recognized as one of the premier institution for eye care in the world by 'World Health Organization' and we should be really proud of these achievements.

With all this in mind it is only natural that we look at expanding our interests in these sectors and we have great plans for the Academy to begin with. We are in advanced stages of discussion pertaining to expanding geographical presence, academic coverage, capacity, infrastructure and more. We are also happy to inform you that we have opened the applications for the next academic year and request all our employees to feel free to refer our courses in Film Direction, Cinematography and Editing & Sound Design to your friends and relatives. And remember there is a surprise gift waiting for all successful referrals!

S.Sivaraman - Editor

BFI National Archive uses Scanity HDR to 'Unlock Film Heritage'



BFI National Archive, the National Collection of Film and Television UK, has recently installed dft's scanity HDR, a state of the art film scanner at its conservation center in Berkhamsted, to assist in the digitization of the country's rich screen heritage for everyone to enjoy.

Established in 1935, the BFI National Archive holds one of the largest film and television collections in the world. The archive includes material from the earliest days of film to current television content – which includes around 60,000 fiction films, including features, on all gauges of film and formats of videotape, 120,000 non-fiction films and around 770,000 television titles as well as millions of other items such as scripts, posters, still images, books, journals, articles and newspaper cuttings relating to Britain's cultural heritage.

Scanity was purchased as part of a Lottery-funded program to 'Unlock Film Heritage' by investing in the digitization, preservation and interpretation of film, providing access to UK's screen heritage to the public. The program ensures that people can access and enjoy the full range of British filmmaking, regardless of where they live or where that film heritage is held. In all, 10,000 titles will be digitized and made available online in a project that runs through to March 2017.

Heather Stewart, BFI Creative Director - Program, comments: "Our Unlocking Film Heritage Program has changed public access to the UK national collection of film and television through the launch of Britain on Film. Many of the 10,000 titles due to be digitized by the end of 2017 have been unknown and unseen for decades."

The Scanity film scanner was chosen after extensive testing to ensure the technology was able to safely handle delicate or damaged film materials from a variety of film gauges and formats, some of which date to 1895 and are in formats that are now obsolete. The digitization process takes a 'snap shot' of the original 'master' film. Once scanned, the 'master' is either returned to the BFI's Master Film Store facility in Warwickshire, or returned to the lender.

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Once digitized, the scanned images are enhanced using Scanity's in-built software tools to remove scratches and dust, in conjunction with other post production tools to enhance the images prior to becoming available to view via the online 'BFI Player'.

Charles Fairall, Head of Conservation, Collections and Information, BFI comments: "Scanity is the ideal film scanner for the 'Unlocking Film Heritage' program because it combines very careful handling of film with the capability of scanning at relatively high speeds. This is particularly important given the scope of the project, which is aimed at providing high volume digital access to these most fragile and historically valuable film collections preserved by the BFI National Archive".

Simon Carter, Director for DFT comments: "This is a very exciting project and we are delighted that Scanity was chosen as the preferred scanner for this project. We are looking forward to the months ahead and to helping the BFI achieve their goal to digitize 10,000 titles for everyone to enjoy."

dft unveils production ready WetGate™ Solution at NAB 2016

DFT, the leading provider of high-end film scanning solutions that preserve, manage and deliver pristine film quality, in archives and post production facilities worldwide, will be showing the state-of-the-art WetGate™ Technology for its latest Scanity HDR film scanner at NAB 2016.

DFT's newly patented 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 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, and now by including our 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 2016 will be DFT's Scanity HDR, which was developed in response to the demands of the film market. It will be 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, 4K UHD ready and digital intermediate scanning.

Scanity HDR has a number of key advantages over other scanners 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.

Other 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 to Scanity HDR and the new production ready WetGate™, DFT will be showing a new solution for storage, 'Space SSD'. As alternative to the more traditional SAN solution, Space SSD is a new NAS (Network Attached Storage) solution, from GB Labs, which can be integrated into Scanity HDR and will be shown at NAB for the first time.

Korean Film Archive installs Scanity HDR in new film archiving facility

KOFA collects and preserves all materials related to the process of producing films for the benefit of Koreans, now and in the future. This includes the acquisition of Korean film from the past, implementation of world-class “cutting-edge digital restoration projects” at facilities in Sangam Digital Media City and the Paju Preservation Centre, and sharing of Korean film to national and international audiences through the National Film Museum and Multimedia Library. KOFA’s purpose is described by Ru Jae-lim, director of KOFA, “as committed to contributing to the enhancement of national culture sentiment by collecting and preserving Korean films and by recreating value.”

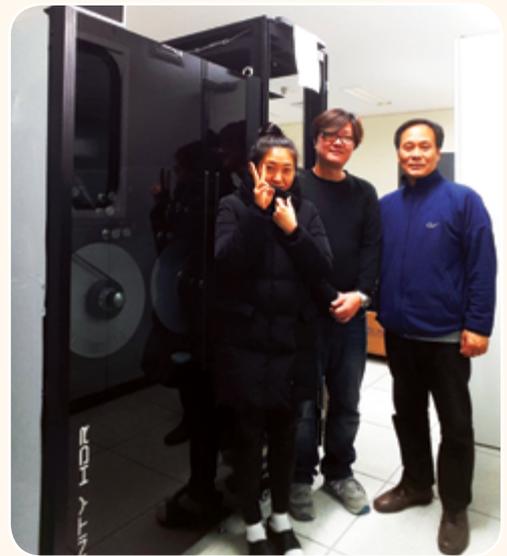
DFT’s Scanity HDR film scanner will be at the heart of KOFA’s digital restoration process in the Paju Preservation Centre, which plans to scan at 4K and digitize over 40 aged film titles each year.

Scanity HDR was chosen for its ability to gently handle delicate and damaged film material whilst at the same time getting the best possible quality image from black and white stock.

Scanity HDR has been developed specifically for archives and facilities handling delicate or damaged film materials. The patented HDR technology is adept at capturing data from dense black and white materials to deliver superb, crisp pictures at high scanning speeds. KOFA will also benefit from Scanity’s renowned safe and gentle film handling – ensuring even the most delicate of film can be scanned for future generations to enjoy.

Kisoo Shon, Head of the Paju Preservation Centre said: “We have had many years of trouble-free service from our dft Sprit 2K scanner, so choosing dft’s Scanity HDR 4K scanner was a natural progression for us. Scanity HDR will give us higher quality images at faster speeds, which is the standard of performance and quality we have come to expect from dft.”

Simon Carter, Director, dft added: “dft is delighted that KOFA has invested in another dft scanner for their Preservation Centre. The team has already seen what can be achieved using technology developed by dft in terms of picture quality and throughput and we hope that this new addition will further enhance their workflow so that they can manage and capture the best possible images from even the most damaged and delicate film materials.”



Film Preservation & Restoration Workshop by Film Heritage Foundation

Film Heritage Foundation conducted the 2nd edition of its Film Preservation & Restoration Workshop India 2016 (FPRWI 2016) in collaboration with the NFAI (National Film Archives of India) and FIAF (Federation of International Film Archives). During the course students learnt about different film formats, film identification, cleaning, repair, sound, poster, picture, document restoration and history of film technology. The workshop happened at the NFAI, Pune campus between February 26 and March 6, 2016. This course was specially customized by David Walsh, Head of the Technical Commission of FIAF for Indian requirements & conditions and certified by FIAF. The workshop was supported by World Cinema Project and had a fantastic line-up of faculty from leading institutions like the George Eastman Museum, The Selznick School of Film Preservation, Museum of Modern Art (MoMA), L’Immagine Ritrovata and FIAF. Mohan Krishnan, Head - Corporate Communications attended this Workshop.



Workshops at L.V.Prasad Film & TV Academy, Thiruvananthapuram



Critically acclaimed, four times National Award Winner **Vetrimaaran**, Tamil film director, screenwriter and film producer conducted 'Idea-to-Screen Workshop' between 2nd and 4th April 2016 and interacted with the students at L.V.Prasad Film & TV Academy, Thiruvananthapuram.



Pattanam Rasheed, National Award Winner for Best Make-up Artist for the Malayalam Film 'Paradesi' conducted a workshop on Film Make-up at L.V.Prasad Film & TV Academy, Thiruvananthapuram on 22nd March 2016.

An Aerial Photography Workshop was conducted between 30th March and 1st April by **Sreekumar Nair**. The session was all about helping people to get started in taking awesome aerial photos and videos with the use of Drones. He also conducted a training program on Final Cut Pro X.

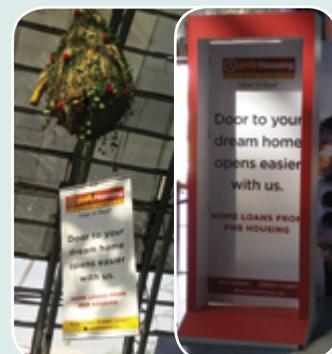


Internationally acclaimed Filmmaker **Kumar Shahani** was a special invitee on 17th March 2016. He addressed the gathering of faculty, staff and students on a wide range of subjects on Cinema.

Hyderabad's Pride



Mahindra Cars displayed and promoted its new product KUV100 at Prasads on 30 & 31st January 2016.



Punjab National Bank promoted its banking services at Prasads.

Welcome to Prasad Group

Mr. Adiyamaan. S has joined Prasad Digital Film Laboratories, a division of Prasad Productions Pvt. Ltd., as Senior Manager- Technical Operations. Adiyamaan brings 18 years of vast experience in Broadcast Engineering Operations and Media Management.

Mr. Balamurugar .A has joined Prasad Productions Pvt. Ltd as Senior Manager- Administration. Bala brings 18+ years of experience in Operations & Maintenance, Facility Management and Administration.

Ms. Geetha. S. has joined Prasad Corporation Pvt Ltd., in the capacity of Vice President – Operations based at Chennai. Geetha has a Master's degree in Engineering and comes with more than 24 years of rich experience in the areas of BPO Operations, Projects, and General Management. She is also a certified Project Management Professional from PMI, USA.

Mr. Nandakumar. K has joined Prasad Corporation Pvt. Ltd as Senior Manager- Client Service. Nandakumar brings 17+ years of experience in analysing and understanding requirements to develop new business processes, revenue streams and services delivery.

Raghunandan.T has joined Prasad Corporation Pvt. Ltd as Assistant General Manager-Operations. Raghu comes with 12+ years of experience from the Service Industry in the Functional areas of Project Execution, Relationship Management, Business Development, Quality Management and Operations Management. He has proficiency in managing & leading teams for running successful process operations and experience of developing procedures, service standards for business excellence.

Coffee Connect



“Coffee Connect” with CEO of Prasad Corporation Pvt Ltd saw 40 participants comprising Assistant Managers, Line Producers, Process Owners and Managers on 29th January 2016.

Geetha Bali, Manager HR welcomed the gathering and invited the participants to introduce themselves. Naren Jawahrani led the participants by explaining the performance of previous quarters, initiatives already taken, future focus for the year 2016-17 and also involved the various Business Heads to take the discussion forward. It was a healthy exchange of ideas and suggestions and a nice moment to connect with people in the organization.

Pongal Celebrations

On 12th January 2016, the Pongal festive mood in Prasad set in as most of the employees were decked up in ethnic wear, auspicious mango leaves decorated the entrance to the grounds, traditional folks songs filling the air and 36 participants competing as 9 teams in a rangoli competition in the afternoon. Sakthi, Saranya, Mangayarkarasi and Thenmozhi won the first prize for their Rangoli. In keeping with the ban on ‘Jallikattu’, “Slow Bike Race” (urban version of ‘taming the bulls’) saw 39 enthusiastic participants. Ranjith, Restoration, won the first prize and Dhinesh, LVPA got the second prize. Then there was a “Fashion Walk” by both men and women. Prabhakar, DI and Mangayarkarasi, Restoration were adjudged as the ‘best dressed man and woman respectively. Cultural Programmes got our employees dancing to the popular tunes. ‘Pot Breaking’ had 21 participants and was won by Mani, Restoration and Sashikala, DMD.

Mr. R.N Subramanian, Administrator, LVPA, gave the Pongal message through a poetic representation. Prizes were distributed by Naren Jawahrani, Himakumar, Venkat Kumar and Geetha Bali. “People Committee” members took the complete ownership of planning, organizing and ensuring nearly 348 participants who productively and happily engaged in the event. Pongal was distributed to all the participants.

Pictures on the last page...

The Thai Film Archive installed Scanity

Established in 1984, the Thai Film Archive is responsible for preserving and restoring Thailand's rich cinematic legacy, for the benefit of the whole country. The archive researches, gathers, catalogues and conserves film, audio-visual material and other related footage to provide a rich resource for educational and entertainment purposes.



An extensive review of all available technology by the Thai Film Archive, determined that DFT's Scanity 4K film scanner suited the requirements perfectly. Scanity uses 'touchless' technology that safely and gently handles the most delicate and damaged film stocks. It can also ingest film at real time 2K and 4K speeds to produce outstanding image quality, even at high speeds – so it was an obvious choice.

The Thai Film Archive worked closely with Bangkok-based Golden Duck International, a specialist local systems integrator who assisted in the installation, workflow design, systems integration and training. "We worked closely with DFT in this project," said Chanunkarn Boonmarkmee, Manager, Golden Duck. "This project has been a great example of cooperation between the product developer, customer and local specialist, resulting in a very satisfied customer."

Simon Carter, Sales Director at DFT comments: "We are delighted that the Thai National Archive chose to install Scanity for their film scanning requirements. They conducted an extremely thorough and lengthy review, so we are very pleased that Scanity fulfilled all of their requirements. Scanity provides a controlled, high speed, film ingest and also addresses a number of other key archive film issues, such as sensitive handling of issues like warping, shrinkage and dust/scratch management. The film transfer process has 'touchless', reliable and repeatable outcome that should enable the National Archive to provide this valuable public service for many years to come.

Film Preservation Training Program at Hyderabad



Prasad Corp organized a training program at Prasad Film Laboratory, Hyderabad with eminent persons from National Film & Sound Archive (NFSA), Australia from 22nd February to 4th March 2016. Mr Mick Newnham, Manager, Conservation and Research, conducted the training program and he was assisted by Mr Shingo Ishikawa, both from NFSA. A team of 9 members from Prasad Corp, 5 from Chennai and 4 from Hyderabad, attended the program. The team comprised of people with diverse experience related to Film. The program focused on the Photochemical Restoration of Film. Previously impossible situations to Scan negatives due to Vinegar Syndrome are now possible with the help of this process. By this method Prasad Corp provides a new solution to Archives and Film Producers.

SKS. Karthikeyan - Consultant, Preservation & Conservation

Women's Day celebrations at Chennai & Hyderabad

On 7th March 2016, we celebrated International Women's Day at Chennai & Hyderabad. This used to be an exclusive women employees programme in the previous years. This year, we have consciously allowed our men employees also to participate, without disrupting 'the exclusive women celebrations'.



'Poem Competition' was thrown open to all employees inviting them to write on 'celebrating womanhood'. Their poems have been displayed on the notice board. We received poems in Tamil, Hindi and also in 'Kiliki' language. Ms. Thenmozhi and Mr. Arun Kumar Singh's entries were adjudged as best poems. Restoration women employees put up eatery stalls in the morning which were well patronized.



Ms. Preethi, GM, Sooriya Hospital, gave a health related talk which was appreciated by all our women employees. Ms. Kavita Prasad presided over the exclusive celebrations in the evening as our women employees sang, danced and had a fun-filled time. All of them were presented with a souvenir.

On 9th March 2016, at Hyderabad, the program was started with Lighting of lamp by Ms. Kavita Prasad followed by a classical dance and moved on to a Fashion Show, Singing Competition, Dance competition, One Minute Games, Cake Cutting and ended with a program by a DJ.

In the Fashion Show Ms. Navya won the first Prize and Ms. Mutheswari the Second Prize. First Prize went to Ms. Swathi and Second Prize to Ms. Sandhya & Hema in the Dance Competition.

One Minute Games winners are Anusha, Mahalakshmi, Bhavana Rani, Amani, Teerdhaveni and Kalpana.

- Martin Robert, Senior Manager - People Practices

Pongal Celebrations - Pictures



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Please email your articles (before 15th June 2016), news (before 30th June 2016) and
suggestions to connect@prasadgroup.org*