

CONNECT

RECENT PROJECTS

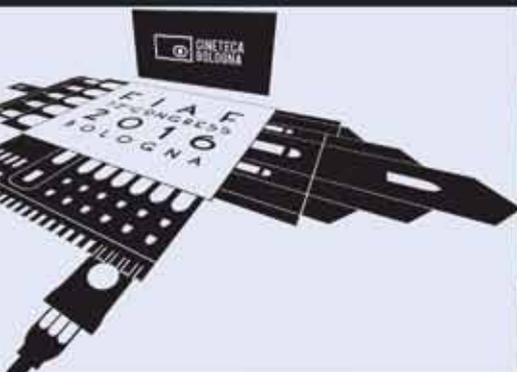


dft unveils production ready Wetgate™ Solution at NAB 2016

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FOCAL INTERNATIONAL AWARDS 2016



Editor's Voice

The awareness about Preservation and Archiving of Films started only after UNESCO declared "Film" as an integral part of world heritage in the year 1980. Till then there were no major archiving effort put in. However a few individuals and institutions like Museum of Modern Arts, New York, Film Congress and others did a great job in saving more than 1000 films belonging to the silent era. But the greatest impetus to the effort of saving thousands of films which are in various stages of decay and final decomposition came when Martin Scorsese, the iconic Hollywood film director with the support of like minded film makers with the same zeal and passion like Woody Allen, Clint Eastwood, Steven Spielberg, George Lucas, Francis Coppola, Stanley Kubric, Anglee among others formed 'The Film Foundation' in 1990. Projects funded by The Film Foundation have restored more than 600 films which are considered cinematic heritage of the world.

Restoration today is an art that draws heavily from digital technology in returning the film to a version most faithful to its original form. Fortunately the advent of digital technology has widened the possibilities in film restoration efforts wherein defects like dirt, scratches, color fading, densities, graininess, sharpness, fungi, perforation damage, ferrotyping, warping, shrinkage, pitch variation, jitters, waviness, curled edge, torn/enlarged perf, torn/missing frames and many other defects can be fixed in a much more efficient and cost effective way than the traditional photo chemical method.

In this context we can be proud of the fact that our company is an important player in the global arena in offering front end solutions in "Film Restoration" space which encompass the entire range of services including Photochemical Restoration, Scanning and Digital Restoration. In fact DFT's latest offering SCANITY HDR with a liquid gate is considered state-of-the-art and delivers optimized transfers of near pristine quality while being gentle in handling the most invaluable and fragile originals.

This is also the time of hectic activity at L.V.Prasad Film & TV Academy with more than 50 students set to join us in the upcoming Academic Year. Apart from this various short time and weekend courses are also coming up and the year promises to be full of action for the students, faculty and staff.

S.Sivaraman - Editor

dft's Scanity used for Restoration of 'Memory of Justice'



A still from the film 'Memory of Justice'

'The Memory of Justice', created in 1976 by Marcel Ophüls, examines three of the defining tragedies of the Western World in the second half of the 20th century, from the Nuremberg trials through the French-Algerian war to Vietnam, building from a vast range of interviews, from Telford Taylor (Counsel for the Prosecution at Nuremberg, later a harsh critic of US's escalating involvement in Vietnam) to Nazi architect Albert Speer to Daniel Ellsberg and Joan Baez.

Vincent Canby, from The New York Times said in 1976, that this film "expands the possibilities of the documentary motion picture in such a way that all future films of this sort will be compared to it."

This culturally and historically significant film has been out of circulation for nearly 40 years and has been painstakingly restored over a 10-year period by the Academy of Film Archive in conjunction with Prasad Corporation, Sony Colorworks, Paramount Pictures and The Film Foundation.

At the start of the project, the 35mm colour reversal intermediate (CRI) representing the 1976 Paramount release was thought to be the best surviving material on the film. When the restoration project began, however, the 16mm original camera negative (OCN) rolls were discovered and ultimately used for the restoration.

DFT's Scanity was used to produce a 2K scan of the 16mm original negative. Scanity's unique features ensured gentle handling of the most fragile original elements, at varying speeds, to provide stable and best quality scanned images. Frame by frame clean-up of dirt and scratches were completed by Prasad Corporation.

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'The Memory of Justice' had its world restoration premiere at the Berlin International Film Festival in February 2015, and has since been screened at multiple film festivals world-wide. On the occasion of the 70th anniversary of the Nuremberg Trials there were screenings at the Memorial de la Shoah in Paris and the Deutsches Historisches Museum in Berlin.

'The Memory of Justice' recently won the prestigious award for 'Best Archive and Preservation Project' at the FOCAL International Awards 2016.



Margaret Bodde (Film Foundation) and Simon Carter (DFT) at the awards.

72nd FIAF Congress at Bologna



In the picture : Paul Stambaugh & Suresh Babu in business discussion with Mr. Andreas from Firenze, Italy

The 72nd FIAF (Federation of International Film Archives) Congress and Bologna Film Festival were held from 22nd June to 2nd July 2016 in Bologna, Italy. The event was attended by 114 FIAF-affiliated institutions represented by 256 delegates, which was an all-time record. FIAF is now a community of 162 film heritage institutions worldwide - another all-time record.

Prasad Corporation is a supporter of FIAF and participated at the FIAF Exhibition / Bologna Film Festival with a booth for showcasing Restoration / Digitization Services (June 23rd to 25th) and was well attended by Archivists, Film Restoration & Reconstruction Experts, Digitization professionals and high officials from companies around the world.

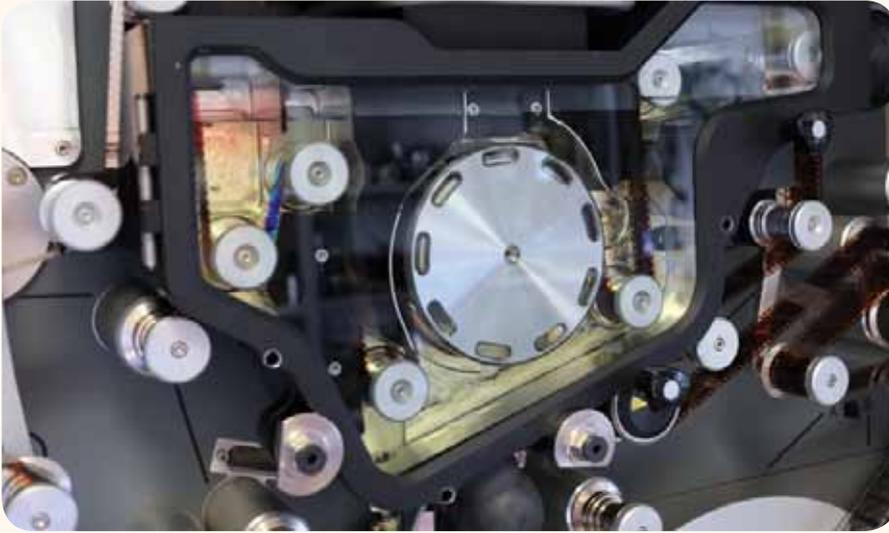
Kavita Prasad, Suresh Babu - Deputy General Manager, Paul Stambaugh - Sr. Vice President North America, Henning Hahn – Head of Product Management, DFT & Simon Carter - Sales & Marketing Director were at the event and held several business discussions with visitors.

Short Term Courses - Convocation Day at L.V.Prasad Film & TV Academy

The weekend courses 'Digital Film Making' and 'Direction for Film & TV' in Chennai Campus concluded on 30th April 2016. Actor & Director Rohini joined the team and distributed certificates to the successful students.



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 images in archives and post production facilities worldwide, showcased its 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 have 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 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 digitisation; 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 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.

Another feature is the 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 also showcased a new solution for storage. As an 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.

DFT prides in having major archives worldwide as its customers, among them the British Film Institute (BFI), the Korean Film Archive (KOFA), 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), the Royal Thai Archive and the Thai Film Archive.

Welcome to Prasad Group

Mr. Purushoat. A.B. has joined Prasad Corporation as Senior Vice President – Business Development based at Chennai. Purushoat brings more than 24 years of rich experience in the areas of business operations, sales, revenue expansion, marketing, client servicing & commercial affairs. His strength lies in Business Development, Marketing and expanding the brand visibility.

Mr. Natarajan Viswanath has joined L V Prasad Film and TV Academy as Chief Academic Officer. Natarajan has more than 10 years of experience with educational industry including Digital Media intervention in Education, Digital Media Production, Content Development, Andragogy, instructional Design, Curriculum Design, Quality Assurance, Accreditation, Educational Management and Business Strategy.

Mr. Balaji. S has joined Prasad Corporation Pvt Ltd as Head- Software Development Projects. Balaji brings 20+ years of vast experience in Techno-Functional areas of Information Technology, such as CAD, Graphics, Multimedia, GIS, Software Development, Web Development, e-Commerce and Digital Cinema.

Mr. Kalyanam has joined Prasad Group in Chennai as a Consultant and will be in charge of our Preview Theaters and Sound Studios. He started his career in 1967 at ALS Production house in Chennai. In 1974, he joined Anand Cinema complex and worked there till 1989 as Manager. From 1989 to 2004, he worked in GV films' Good Luck Theatre as Manager. This theater was later taken over by Film Director Priyadarsan and the name changed to Four Frames. He was handling the theatre, mixing and dubbing studio business till joining us. Mr. Kalyanam is well known in the industry for his simplicity and customer friendly attitude.

Anniversary of Prasad Group Founder L.V. Prasad

Employees of Prasad Group across all our facilities paid their respects to our founder Mr. L.V. Prasad on his 22nd Anniversary on 22nd June 2016. Mr. Ramesh Prasad paid a floral tribute to the statue of Mr. L.V. Prasad at L.V. Prasad Marg, Hyderabad and a pooja was performed at Prasad Group, Hyderabad.



Welcome to Prasad Group

Prasad Media Corporation Ltd.

I Ratna Kumar, Electrician - Maintenance
R Suresh, AC Technician - Maintenance
S Nageswar Rao, Associate - Customer Care
P Akhil, Associate - Customer Care
V Venkateswarlu, Associate - Customer Care
K Praveen Kumar, Associate - Customer Care
Ch Uday Kumar, Associate - Customer Care
M Venkatesh, Associate - Customer Care
R Suresh, Associate - Customer Care
N Raju, Associate - Customer Care
K Vittal, Associate - Concessions
R Minna Rao, Associate - Concessions
P Tilak Kumar, Associate - Concessions
G Rajesh, Associate - Concessions
G Rakesh, Associate - Concessions
B Sai Kumar, Associate - Concessions
Sangeetha Laxmi, Company Secretary - Finance & Accounts
S Thirupathi, Associate - Fun Factory
Ch Prashanth, Associate - Fun Factory
E Kiran, Associate - Fun Factory
M Chanti, Associate - Fun Factory
Md Simran Begum, Associate - Fun Factory
B Manoj, Associate - Fun Factory
K Shivaiah, Associate - Fun Factory

Congratulations



Mr. Keshav Naidu, Editor in Restoration Department has been honored by Dadasaheb Phalke Film Foundation (Mumbai) with Life Time Achievement Award in the Field of Film Editing for the last 40 years in the Mumbai Film Industry. Prominent Films edited being Aakrosh (Bengal Film Journalists Award for Best Editing), Vijeta (Filmfare Award for Best Editing), Silsila, Mashaal, Lamhe (Sunday Observer Award for Best Editing), Darr, Chandni, Gadar and Dilwale Dulhaniya Le Jayenge.

Hyderabad's Pride



1. Hyderabad Arts Festival(HAF) organised a week long Photo Expo as part of the Hyderabad Arts Festival at Prasads on 21st May 2016. Hyderabad Arts Festival was organised to celebrate the spirit of Hyderabad. Jayesh Ranjan, IT Secretary, Govt of Telangana and Ramesh Prasad inaugurated the Photo Expo.
2. Zoomcar, a Self Drive car rental service promoted its rental plans at Prasads on 20th May 2016.
3. Angry Birds movie promotions were done at Prasads in a grand way on 22nd April 2016.
4. Wonderla promoted its resorts at Prasads for two weekends between 28th May and 5th June 2016.
5. Bajaj displayed its new motorbike model 'Vikrant' at Prasads on 21st May 2015.
6. A painting competition for Children on 'Save Water' in association with BIG FM was held at Prasads on 5th June 2016.
7. Tata displayed its new car model 'Tiago' at Prasads on 16th and 17th April 2016.



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



Samar Nakhate (Ex-Dean of Film and Television Institute of India, Pune), who has several years of experience in the field of Theatre, Television and Film Production conducted Mise-en-scene workshop and shared his insights on scripting, characterization, preparation and filming with students of L.V.Prasad Film & TV Academy, Chennai.

B.Ajithkumar, National Award winning Film Editor for the Malayalam Film 'Naalu Pennungal' conducted a workshop at L.V.Prasad Film & TV Academy, Thiruvananthapuram on 4th June 2016.



Sunil Babu, the renowned Production Designer of films such as Gajini, Lakhsya, Thuppakki, Urumi, Premam and many more conducted a workshop at L.V.Prasad Film & TV Academy, Thiruvananthapuram on 26th May 2016.

Budhadeb Dasgupta, Five times National Award Winning Bengali Director interacted with the students of L.V.Prasad Film & TV Academy, Thiruvananthapuram on 20th May 2016.

Chennikuthu (The Migraine), a short fiction produced by L.V.Prasad Film & TV Academy, Thiruvananthapuram and directed by KG Jayan, HoD, Cinematography, was selected for Short Film Competition in 9th International Documentary and Short Film Festival of Kerala (IDSFFK-2016).

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A Sound Editing Workshop was conducted by **Faizal Ahamed** at L.V Prasad Film & TV Academy, Thiruvananthapuram on 25th May 2016.

Art Director **Nandhu** conducted a one day workshop at L.V.Prasad Film & TV Academy, Chennai on 29th June 2016.



Paul Marchbank, Director - School of Arts & Technology, Peter Lloyd, Director of Art, Design & Fashion and **Jennifer Anyan**, PhD., of Southampton Solent University, UK, visited L.V.Prasad Film & TV Academy, Chennai on the 26th of May 2016 to conduct a Master Class On 'Illustration and Scriptwriting'

dft @ NAB 2016

NAB is the World's largest event covering filmed entertainment and the development, management and delivery of content across all medium. From creation to consumption, across multiple platforms and countless nationalities, the NAB show is home to the solutions that transcend broadcasting and embrace content delivery to new screens in new ways.



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*The next issue of CONNECT covering the months of July, August & September 2016 will be published in October 2016.
Please email your articles (before 15th September 2016), news (before 30th September 2016) and
suggestions to connect@prasadgroup.org*