

CONNECT

dft at NAB 2019

RECENT PROJECTS



Editor's Voice



Looking back, PRASAD has come a full circle in its 65 years of eventful and glorious existence. The most appreciable part of our growth story is that it was steady and organic.

1956: Prasad had a humble beginning as a PRODUCTION Company that produced very successful films which were wholesome, healthy family entertainers. The hall mark of Prasad.

1960: Started Camera & Out Door Rental Division.

1962: Forayed into infra structure creation by establishing PRASAD STUDIOS with 3 Shooting Floors followed by SOUND RECORDING Theatre at Chennai.

1965: Offered SPECIAL EFFECTS (Film optical services) at Mumbai with the world famous Oxberry optical printer and Animation Stand.

1976: Took a big leap into Post Production by creating PRASAD FILM LABORATORIES at Chennai and later at Hyderabad, Bangalore, Bhubaneshwar, Mumbai and Thiruvananthapuram

1989: Prasad launched PVD with state of the art Telecine equipment.

1996: Prasad started EFX and entered the digital domain of cinema offering high end services in CGI, VFX and DI opening new visual possibilities to film makers.

2004: PRASAD IMAX the magnum opus in the area of film exhibition was thrown open to the public at Hyderabad.

2005: Prasad ventured into Education by establishing LV PRASAD FILM AND TELEVISION ACADEMY

2007: Entered FILM RESTORATION services in a big way.

2010: Offered Digital Cinema Solutions through PXD

2015 onwards - Acquired DFT of Germany, Sondor of Switzerland and Oxberry of England, creators of high end digitization technologies, with a vision to equip and service the World's leading film archives, broadcasters and Film Studios.

Yes, we have come a full circle indeed. And to make a long story short, the purpose of this recap is to remind you that we are all part of this success story and to inspire ourselves to move along with renewed vigour in newer areas of thrust and growth

S.Sivaraman - Editor

Prasad Corp And Augustuscolor Post Laboratory Announce Agreement Offering Scanity HDR 4k Film Scanning And Film Restoration Services

Prasad is proud to announce a strategic partnership with AUGUSTUSCOLOR Post, ROME to provide a Scanity HDR 4K film scanner to support 4K workflow for film, SAN and LTO archiving, full-service film scanning and digital restoration services in 8, Super8, 16, Super 16, 35, 2K/4K. Designed for Archival preservation purposes, film scanning and digital restoration services for classic independent film re-mastering, Scanity will help AUGUSTUSCOLOR Post provide High quality film scanning and digital dailies to their clients worldwide.

AUGUSTUSCOLOR Post offers a boutique solution for Photochemical post to data workflows, High-speed Scanity 4K scanning workflows for dailies, film imaging & restoration, Full Post in 4K, 4K digital intermediate, high-volume media encoding with global data connectivity, sound, versioning (dubbing) and deliverables.

“SCANITY is ideal for archival projects seeking high resolution and Augustuscolor is specialized in film handling and storage. They can now also offer their European clients Prasad’s vast restoration capabilities - without having precious archival film leave their care”, Simon Clark of Prasad Corp said.

Augustuscolor Film Laboratory and Prasad also announced as their first project, the Digitization & Media Management of a film archive consisting of 400 Classic Italian films. Commenting on the occasion Ouida Smit of Augustuscolor said, “Our Client, Video Mercury Films (Madrid) has acquired rights in perpetuity, for this collection of original negatives, of Italian Classic Cinema. Video Mercury Films, committed to Classical Cinema, already owns more than 1000 classic Italian films, and has ordered a 4K scan for 400 films from their collection”.

Added Ouida Smit, “We are honored to be part of presenting this invaluable archive to the world and aim to service archives of unique libraries and collections.”

“We are delighted to bring these Classics to audiences in 4K 16 bit HDR, at the image and sound quality SCANITY provides. For the most part they are films that are not on the web yet. These classics gift a different dimension of storytelling and certainly, to current audiences, present a new frontier in image and sound quality “, Said Alessandro Pelliccia, Digital Post, Augustuscolor.

Founder's Day



The birthday of our founder Mr.L.V.Prasad was celebrated in all Prasad offices on 17th January 2019. On this occasion Directors, Senior Management staff and other employees paid floral tribute to Mr.L.V.Prasad.

dft at NAB 2019

dft, the leading provider of high-end film image and audio scanning solutions displayed and demonstrated its latest technology for image scanning – including the WetGate option, a variety of lens gates and the addition of image sound track scanning at NAB 2019. NAB 2019 was organized at Las Vegas on April 6 - 11, 2019.

dft's flagship film scanner, Scanity HDR, works with tried-and-tested WetGate technology to provide a fast-organic delivery for the ingest and management of difficult to solve historical film transfer issues – such as dust and scratch removal. The WetGate is ideal for archive owners who need a fast, touch-less scanner that can also manage the range of problems associated with old and aged film. Unlike traditional WetGate systems, dft's innovation makes wet scanning as easy to use as standard dry scanning - combining the speed and gentle film transport of a dry gate with all the advantages of scratch removal of a wet gate.

Simon Carter, Sales Director, dft said, "Scanity WetGate was developed as a response to the requirements of the archive market. The WetGate has demonstrated remarkable results for our customers, enabling many of the issues associated with historically-aged film to be addressed at the scanning stage – saving them valuable time."

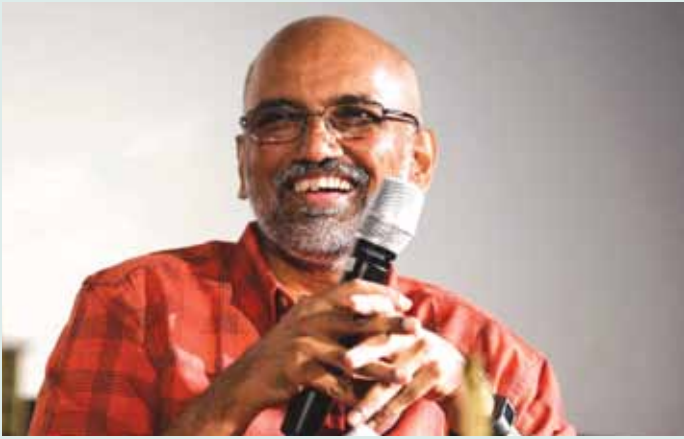
Dft's clients include major archives worldwide including the British Film Institute (BFI), Dutch Institute for Sound and Vision, the Korean Film Archive (KOFA), Malaysian National Film Development Corporation (FINAS), Packard Humanities Institute (PHI), National Library of Norway (NBR), National Film 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), Russian State Archive Gosteleradiofond (GTRF) , Israel Film Archive (IFA) ,The Swedish Film Institute (SFI) , The Royal Thai Archive & Thai Film Archives, The National Film Board of Canada (NFB) and Library of Congress (LOC) to name a few.

Best Archive Restoration and Preservation Project 2019

Once again, dft, in conjunction with Prasad Corp, sponsored the Best Archive Restoration & Preservation Project 2019 of Focal International Awards. These awards celebrate achievement in the use of footage in all variety of genres, across all media platforms plus its restoration and are the leading and most complete set of awards for the archive footage industry in the World today. The winners were announced in a grand ceremony held at The Troxy, London on June 20, 2019. The Best Archive Restoration & Preservation Project award went to Joe 90. Prasad Corp and DFT congratulate all the winners under various categories.



Masterclass by Veteran Editor Sreekar Prasad



Sreekar Prasad, winner of 2 National Awards and a multitude of other Indian and International awards is one of our guides and mentor. The films he has edited include Indian and International titles. He was at L.V.Prasad Film & TV Academy on 12th June to conduct a Masterclass 'Arriving at Screen Time'.

Workshop on Sound at Bengaluru



Jain University, one of the leading private Universities in Bangalore approached L.V.Prasad Film & TV Academy to conduct a Workshop on Sound for their under and post graduate students. The workshop was conducting during April 2019 at Jain Center for Management Studies by our faculty Mr. Mark Reddy.

LVPA Students at work on their Diploma Projects



Newly Renovated Studio floors and facilities at Chennai



For enquires contact Mr. Jerome | Mail Id : jerome.ta@pdfi.in

Auto show at PRASADS



A Mega Auto show was conducted at PRASADS between June 6th and 9th 2019 in the main Atrium of the Mall.

Prasads - Summer Shopping Fest



Summer shopping fest was organized at PRASADS over 3 weekends spanning May and June 2019.

Prasads - International Day of Yoga



Yoga is an ancient physical, mental and spiritual practice that originated in India. The word 'Yoga' derives from Sanskrit and means to join or to unite, symbolizing the union of body and consciousness. International Day of Yoga is celebrated globally every year on 21st June since its inception in the United Nations General Assembly (UNGA). PRASADS organized a Yoga Session at the Mall on 27th June in association with Isha Foundation.

Rewards & Recognition



Prasad Corp recognizes its achievers each month. In the past Six months more than 56 employees were given Awards and Recognized under various categories including :

Employee Of The Month

Raghavendra Singh (Jan)
 Jitendra Kumar Dubey (Jan)
 Rajesh Chaudhary (Jan)
 Milind Jadhav (Jan)
 Dhanasekar MA (Jan)
 Murugan V (Jan)
 Thiyagarajan NA (Jan)
 Thamodharan A A (Jan)
 Balaji R (Jan)
 G Venkatesh (Jan)
 Vigneshwaran K (Jan)
 Chilambarasan P (Jan)
 Raghavendra Singh (Feb)
 Gandhamala Swathi (Feb)
 Arjun Patwa (Feb)
 Rajesh Chaudhary (Feb)
 Kalyan Sundaram J (Feb)
 Vijayaraj (Feb)
 Dinesh Kumar SA (Feb)
 Solai P (Feb)
 Krishnan R (Feb)
 Nithyanandham S (Feb)
 Vidhya P (Feb)
 Rajakumar A (Feb)
 Shiva Shankar Kumar Singh (Mar)
 Raghavendra Singh (Mar)
 Rahul Tiwari (Mar)
 Arjun Patwa (Mar)
 Vijayaraj (Mar)
 Thamodharan A A (Mar)
 Srikanth SA (Mar)
 Venkatraman K (Mar)

Employee Of The Month

Vimal Raj S (Mar)
 K Karthick (Mar)
 Vigneshwaran K (Mar)
 Chilambarasan P (Mar)

Rising Star

Kollati Yashoda
 Naresh Kumar.D
 Ambrose Richard
 Raghupathy M
 Ambrose Richard
 Naresh Kumar.D
 Gadde Nikitha
 Rahul Yadav . A
 Ambrose Richard
 Sima Khatoon
 Balaji Sankar

Quality Star of the Quarter

Sairam.P
 Rathinavel
 Thangaraj.B
 Karthikeyan.D
 Anandraj .K
 Arun Kumar Tiwari

Project Leader

Saravanan Sankar
 Ramesh
 Ranjith kumar .M

Connect Congratulates the Achievers.

Fire Fighting Training conducted for employees at Prasad Mumbai



Workshop by Vignesh Vasu



A Cinematography Workshop was conducted by our Alumnus Vignesh Vasu for the students at L.V.Prasad Film & TV Academy, Chennai. This included a short session on Digital Color Grading also. Vignesh Vasu has worked on several projects including Rum and Katteri.

PCPL employees participated in Corporate sports club.



Maadhyama Aneka is now a Placement Partner of LVPA

Maadhyama Aneka is a media house specializing in customized content for Films, Television, Online/Digital, Video Features, Images, and Infographics. Through this association, students of the academy will get access to job opportunities in Editing, Cinematography, Screenwriting, Sound Recording & Design and other domains.



Graduation Day for Chennai Short Term Course Students



Writer, Director, Producer and Actor Naveen was the Chief Guest for the L.V.Prasad Film & TV Academy Short Term Courses valedictory function for Direction for Film & TV, Digital Cinematography and Digital Editing. Naveen is the Writer, Director and Actor of Moodar Koodam - Fools Gathering. He has also Written and Directed "Agni Siragugal" and "Alaudhinin Arputha Camera".

Workshop by Prasanna Vithanage

Mr.Prasanna Vithanage, a Sri Lankan film maker whose films have won many international awards, conducted a 2 Day Workshop - 'Anatomy of a Scene' at L.V.Prasad Film & TV Academy. One of his feature films, Oba Nathuwa Oba Ekka (With You, Without You) had its world premier in the "World Greats" section at the 39th Montreal International Film Festival. It also won 5 International Awards, including "Best Picture" in France



and Italy and a nomination for Best Picture at the 2013 Asia Pacific Screen Awards in Australia. His film Akasa Kusum (Dubbed in Tamil and titled as Agaya Pookkal) was the only movie premier of a Sinhala film director to have been held in Jaffna during the past 30 years. Prasanna Vithanage is also the founder of 'Prasanna Vithanage Academy of Acting' in Sri Lanka, for aspiring acting students.

Birthday Wishes

Prasad, Mumbai celebrated the birthdays of April, May and June born employees:

Sadanand Gotad	04-Apr-1989
Nishitha Salian	07-Apr-1995
Rangarajan. S	10-Apr-1980
Suraj Varma	12-Apr-1999
Prakash Ridhorkar	14-Apr-1983
Akshay Sawant	17-Apr-1997
Somashankar Aiwale	18-Apr-1980
Pradeep Kumar Yadav	18-Apr-1982
Manoj Patel	20-Apr-1988
Rahul Nate	24-Apr-1990
Kunal Sathale	29-Apr-1994
Rhishikesh Zarpkar	01-May-1983
Akshay Dhasade	07-May-1995
Balram Modem	09-May-1985
Nitin Amre	11-May-1977
Suraj Jaiswar	12-May-1993
Janardan Korgaonkar	15-May-1989
Prashant Lanjekar	17-May-1989
Somasundar Krishnan	31-May-1985
Prabhakar Sawant	02-Jun-1954
Rajaram Kamble	02-Jun-1959
Anupama Gaonkar	07-Jun-1986
Ashish Sharma	09-Jun-1991
Ravindra Jambhale	10-Jun-1982
Vivek Modi	12-Jun-1974
Ajit Anant Panchal	13-Jun-1994
Roshan Shah	14-Jun-1997
Sujit Das	24-Jun-1983
Rohan Jadhav	28-Jun-1996

Prasad Corporation employees enjoy a day out



Prasad Corporation employees went on a one day trip to Queensland Amusement Park near Chennai.

Workshop on Handling Actors by Veteran Actor Nassar



Mr. Nassar, who started his acting career in 1985 under the famous Film Director K. Balachander in Kalyana Agathigal, conducted a Workshop on Handling Actors for L.V. Prasad Film & TV Academy Students. Nassar is one of the most important actors of India having acted in more than 350 feature films with leading Stars and Directors. His villainous character in Bahubali is one of the recent popular roles.

Workshop at Bengaluru Campus



Camera and Light Practical Workshop for 3rd & 4th batch students of Digital Film Making (Short term course) was conducted during May 2019 at Bengaluru campus of L.V. Prasad Film & TV Academy by Mentor Mr. G.S. Bhaskar & Mr. Vinod Raja. The subsequent batch started with full capacity of 9 students on June 15th 2019.

Dolby Atmos is now a Technology Partner of LVPA



Bradley University is now an Academic Partner of LVPA



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Please email your articles (before 15th September 2019), news (before 30th September 2019) and suggestions to info@pdfi.in*