

# CONNECT



RECENT PROJECTS



## Editor's Voice



The year 2019 which we just crossed is not just a year passed by but the end of a decade. For the film industry all over the World it was a period of drastic changes by way of the Digital Technologies of content acquisition over the conventional film making process. Though our conventional business of film processing and film based services came to an end, Prasad had anticipated this change and had wisely entered the digital domain more than 2 decades back and established ourselves as leaders in many digital services.

From the film maker's perspective, more than anything else its amazing potential in adapting content from one platform to another seamlessly has opened up many new revenue streams. The creative possibilities of the digital domain are so vast that it is impossible to fathom the changes it has brought about in terms of colour management, VFX and other areas.

Against this background we can really look back at the decade with satisfaction for having stood tall and continued to provide digital solutions to our clientele. Prasad's acquisition of DFT with its world renowned film scanner "SCANITY" and later SONDOR, has placed us in the global map.

In our educational initiatives, we have been able to adapt and provide value to our students in this changing scenario. Many of them are gainfully employed in corporate sector and making their mark as Directors, Cinematographers, Editors, Sound Recordists and freelancers in the highly competitive Film and Media industry.

A lot more needs to be done and in this context let us welcome the New Year 2020 with open minds and arms with lots of hope for new opportunities and challenges as we move forward. Connect wishes you all a Happy and Prosperous New Year.

S.Sivaraman - Editor

## DIGITAL ORCHARD INSTALLS SCANITY HDR AT ITS LEAVESDEN FACILITY

Digital Orchard is an industry-leading film and digital service provider offering a unique end-to-end workflow and colour-management solution, from capture to post for the film and television industry. Pioneers in the digital side of the industry with experience in a wide range of high-end productions, Digital Orchard's highly-skilled technicians focus on workflows that are as seamless and as cost-effective as possible, making film more accessible to everyone.

Sam Margaritis, Managing Director, comments, "Fitting with Digital Orchard's forward-thinking ethos, the Scanity HDR film scanner now sits at the centre of our 16mm and 35mm workflows. We are now able to offer the highest possible 4K deliverables to all our clients as a standard. Having the Scanity gives us the ability to further develop our relationships with major Hollywood Studios, who see the Scanity as a pre-requisite on tent-pole productions."

Dan Redrup, Senior Film Supervisor, has worked with Scanity on many projects and explains, "Scanity increases both the quality and pace of our work. Traditionally, 4K scanning has been a slow process, but with Scanity, we can maintain that quality and also keep up with our clients' demanding schedules. This is especially true in the expanding commercials and music promo sector". Adds Dan, "As we would expect from Scanity, image quality, stability and grain reduction are exceptional. We are also using UBUNTU, the latest operating software, and it is very well organised and user friendly. Set-up and calibration now takes half the time and features, such as the detail tool, which is used to indicate individual pixel position and colour values within an image, are very useful".

Simon Carter, Director at Digital Film Technology (dft) comments: "Digital Orchard are well known for their high-end services, and so we are delighted that they have chosen to include Scanity HDR in their Leavesden facility. Scanity is our 'flagship' film scanner, and because it combines versatility with high performance, it is a perfect fit".



## Scanity used to scan Scandal in 4K

Recently remastered by R3Store Studios for the BFI (British Film Institute), *Scandal* is a fictionalised account of the Profumo Scandal of 1963 that rocked the Government of British Prime Minister Harold Macmillan. The story features an exotic dancer's affair with the Secretary of State for War which goes public. The scandal tears through the government and threatens the lifestyles and freedom of those involved. This newly restored 30th Anniversary Edition has been restored from a 4K scan of original film materials using DFT's Scanity.



## LVPA at IFFI GOA - 2019



L.V.Prasad Film & TV Academy participated in the 50th International Film Festival of India (IFFI 2019). The Booth at the INOX Multiplex and Maquinez Palace complex attracted a lot of visitors, film enthusiasts and students. L.V.Prasad Film & TV Academy was also part of the NFDC Film Bazaar 2019 at the Marriott Resort, where a host of high profile delegates and celebrities were present. Prasad also sponsored the Annual Awards for free post-production to three selected films and offered a 50% discount to all the films that had participated in this year's 'Work in Progress Lab'.



## Graduation Day at Thiruvananthapuram

L.V. Prasad Film & TV Academy, Thiruvananthapuram held their Convocation Day on 4th December 2019. The event got off to a great start with the arrival of the Chief Guest Padmashri Shaji N Karun, Film Director & Cinematographer and Chairman of the Kerala State Film Development Corporation. Also present from LVPA were M/s. Santanu and Sivaraman along with staff and faculty members. The students received their certificates from the Chief Guest.



## Masterclass by Deepak at LVPA



Deepak Bagavanth, an alumni of LVPA has worked as Cinematographer in many feature and short films including Phalana Abbayi Phalana Ammayi, I'll Tell You, India's Forbidden Love and Hora Hori. He was back with us to conduct a very valuable and interesting Masterclass.

## Lighting Workshop by Krishna Sekhar



Krishna Sekhar, an alumni of LVPA worked as Cinematographer in the recently released film "House Owner" Directed by Lakshmy Ramakrishnan. It was screened for LVPA Students at the Preview Theatre and was followed by an interactive session. After this, Krishna conducted lighting practical's for the students where he showed different ways of lighting in a location using Par lights, Kino Flo lights and more.

## Sigma FP Camera presentation for LVPA students



Sigma Corporation made a presentation of its newly launched product FP Mirrorless Raw Camera at L.V.Prasad Film & TV Academy. Students were presented with the features, working and workflow of the camera.

## Screening of Documentary films by Leena Manimekalai at LVPA



Leena Manimekalai is a leading Tamil poet and film maker. Her films and writings are deeply driven by social justice. Her narrative documentaries on the dynamics of caste, gender, globalization, art therapy, student politics, eco-feminism, indigenous people's rights and LGBTQ lives have been Internationally acclaimed and have won several awards in prestigious International Film Festivals and civil rights circuits. She screened and discussed her documentary films 'Is It Too Much To Ask', 'My Story Your Story' and 'Rape Nation' for LVPA Students and followed it up with discussions and interactions.

## Prasads - Christmas Decor and Carnival



PRASADS Multiplex and Mall was in all its Christmas Glory for the festive season. A large number of visitors were present enjoying the festive atmosphere and having great fun.

## Nissan at Prasads



The latest model of Nissan KICKS was displayed for promotion at PRASADS in the main Atrium of the Mall.

## IKEA at Prasads



IKEA conducted a brand promotion activity in the Atrium of PRASADS Multiplex & Mall.

## Prasads - Training for Employees



PRASADS Multiplex & Mall conducted an induction program for its new employees as part of its regular training and development activities.

## Admissions Open

**TWO YEARS POST GRADUATE DIPLOMAS - CHENNAI**

**FILM DIRECTION  
CINEMATOGRAPHY**

**ONE YEAR DIPLOMA - CHENNAI**

**EDITING & SOUND DESIGN**

**ONE YEAR DIPLOMA - BENGALURU & THIRUVANANTHAPURAM**

**DITIGAL FILMMAKING**

ACADEMIC YEAR STARTS FROM  
JULY/AUGUST 2020

L.V.PRASAD  
FILM & TV ACADEMY

WWW.PRASADACADEMY.COM | CONTACT : 88701 48484

## Congratulations

CONNECT Congratulates the Performance Champions of Prasad Group. We express our appreciation to the achievers:



Mr. Sankar -  
PXD, Chennai



Mr. Padma Prasad  
L.V. Prasad Film & TV  
Academy, Chennai



Mr. Sujith -  
Prasad Corporation  
Pvt Ltd, Mumbai

## Loan Mela conducted by Andhra Bank



Loan Mela for employees of Prasad was conducted at the Prasad Chennai campus by Andhra Bank, Saligramam Branch.

## Rewards & Recognition



Prasad Corporation Pvt Ltd recognizes its achievers each month. In the past six months more than 51 employees were given Awards and recognized under various categories including :

### Employee of the Month (>73 Months)

Thamodharan. L - Apr-19  
Thamodharan. L - May-19  
Thiyagarajan. N - Apr-19  
Thiyagarajan. N - May-19  
Vijay Raj. K - Apr-19  
Vijay Raj. K - May-19  
Krishnan. R - Apr-19  
Krishnan. R - Jul-19  
Karthikeyan. D - May-19  
Lakshmanan. R - May-19  
Lakshmanan. R - Sep-19  
Boopathy.M - Jun-19  
Sudhakar . M - Jun-19  
Sudhakar . M - Aug-19  
Murugan. V - Jun-19  
Murugan. V - Sep-19  
Ramesh. R - Jul-19  
Rajesh Kumar. K - Jul-19  
Ravi. A - Jul-19  
Ravi. A - Sep-19  
Mohana. U - Aug-19  
Thomas Alva Edison. S - Aug-19  
Kalyanasundaram. J - Aug-19  
Srikanth. S - Sep-19

### Employee of the Month (13-72 Months)

Vimal.M - Apr-19  
Vimal.M - Aug-19  
Mangayarkarasi.B - Apr-19  
Chilambarasan.P - Apr-19  
G.Venkatesh - Apr-19  
G.Venkatesh - Jul-19  
G.Venkatesh - May-19  
Karthikeyan.S - May-19  
Rajakumar.A - May-19  
Rajmohan.R - May-19  
Pradeep. K - Jun-19  
Pradeep. K - Sep-19  
Muthulingam.D - Jun-19  
Sakthivel.G - Jun-19  
Sakthivel.G - Sep-19  
Vigneshwaran K - Jun-19  
Vigneshwaran K - Jul-19  
Vigneshwaran K - Aug-19  
Alexander S - Jul-19  
Karthick Elumalai - Jul-19  
Naveen Kumar - Aug-19  
Pradeep Raj.V - Aug-19  
Balaji.G - Sep-19  
Vigneshwaran K - Sep-19

### Quality Star of the Quarter

Rathinavel. B - AMJ  
Prem Anand.Y - AMJ  
Rajasekaran. P - AMJ  
KarthiKeyan. D - AMJ  
Lakshmanan. E - JAS  
Ebenezer. A - JAS  
Saravanan. N - JAS  
Anandraj. K -JAS

### Gem Of The Month

Kamalanathan .S -Jul-19  
Madhan - Jul-19  
Saravanan Sankar -Sep-19

### Rising Star (0-6 Months)

A Ambrose Richard - Jul-19  
A Ambrose Richard - Aug-19  
Pradeep P - May-19  
Prasanna Kumar.C - Aug-19

### Rising Star (7-12 Months)

A Ambrose Richard - Jun-19  
A Ambrose Richard - Jul-19  
Mohanraj M - Jun-19  
Mohanraj M - Jul-19  
R Parthasarathi - Jul-19  
R Parthasarathi - Aug-19  
R Parthasarathi - Sep-19

Connect Congratulates the Achievers.

## Prasad at NFDC Film Bazaar



Prasad sponsored the Annual Awards for free post-production to three selected films and offered a 50% discount to all the films that had participated in this year's 'Work in Progress Lab' at the NFDC Film Bazaar 2019 held between 23rd and 26th November at Marriot Resort. Mr. Jaiprakash Naidu presented the Awards. Prasad has been part of the event ever since its inception a decade ago. Prasad also had a booth at Film Bazaar attracting a steady flow of visitors seeking information on services.

## Acting Workshop at LVPA, Thiruvananthapuram



Film Acting workshop is tailor-made for those with little or no acting experience and trains participants to draw upon all different acting techniques. The workshop was led by Sunitha C.V, actor, casting director and an Alumnus of Prague Film School.

## Birthday Wishes

Prasad, Mumbai celebrated the birthdays of October, November and December born employees:

Rahul Tiwari	04-October
Ashwini Dhodmal	06-October
Ishwar Sahani	11-October
Kiran Kumar. K	12-October
Gajanan Sawant	14-October
Deepak Sakpal	14-October
Dhiraj Mishra	22-October
Ahmed Ali Khan	31-October
Mukesh Udeg	04-November
Sandesh Salvi	05-November
Pravin Raut	15-November
Shantaram Bharati	20-November
Kalpesh Nikam	21-November
Kishor Prajapati	22-November
Pravin Katkar	24-November
Sairam Sawant	25-November
Vishal Shende	26-November
Subhash Tijore	01-December
Vinod Waghmare	01-December
Dilip Chodankar	05-December
Chandan Subhash Gupta	05-December
Sagar Toraskar	09-December
Arjun Patwa	19-December
Kaustubh Masurkar	20-December

## dft - GET THE MOST FROM YOUR SCANITY!



UBUNTU is Scanity's new Linux-based operating software, which replaces the current Linux-based SUSE. With UBUNTU, Scanity offers a much better experience, quicker start-up - typically boots-up in less than 20 seconds, more stability, faster processing speed - enabling faster throughput of core tasks, advanced storage systems – such as Stornext 6 and GPFS and better audio quality – with access to a wider selection of 3rd party audio systems, such as Native Instruments Komplete 6, Focusrite Scarlet 2i2 and M-Audio M-Track 2x2M.

## Short Term Courses - LVPA, Chennai Certificate Distribution



Indian actress, lyricist, screenwriter, voice actor, and director Ms. Rohini Molleti was the Chief Guest for the L.V. Prasad Film & TV Academy Short Term Courses valedictory function. The students were from batches of Direction for Film & TV, Digital Cinematography - Level II, Acting for Cinema and Digital Editing & Color Grading. Starting her acting career at the age of five, Ms. Rohini has worked on about 130 films. She has received the National Award of Special Mention and Andhra Pradesh State Award for Best Female Actor in 1996 for the film 'Sthree'. Her recent appearances include the blockbusters "Baahubali: The Beginning" and "Baahubali 2: The Conclusion".

## L V Prasad Film & TV Academy provides Outreach programs and Industrial visits



L V Prasad Film & TV Academy in its quest to provide knowledge to college students conducts free sessions across India and encourages industrial visits to the campus at Chennai. Some of the Colleges served in the past month include Loyola College, Mother Teresa Women's University, RMD Engineering College and Tamil Nadu Agricultural University. To schedule your program and visits for 2020, Contact : [enquiry@prasadacademy.com](mailto:enquiry@prasadacademy.com)

## LVPA - Bengaluru Campus



Digital Film Making (Short term course) of 7th batch students commenced at Bengaluru campus of L.V. Prasad Film & TV Academy with Mentor Mr. G.S. Bhaskar, the support of Mr. Vinod Raja and a reputed group of faculty members.

## LVPA at IFFK



L.V. Prasad Film & TV Academy, Thiruvananthapuram participated in the International Film Festival of Kerala from Dec 6th to Dec 13th with a stall to provide career guidance and higher education inputs for aspiring candidates and visitors.



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Offices & Facilities at : Chennai | Mumbai | Bengaluru | Bhubaneswar | Hyderabad  
Thiruvananthapuram | USA | UK | Germany | Japan

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Please email your articles (before 15th March 2020), news (before 30th March 2020) and suggestions to [info@pdfi.in](mailto:info@pdfi.in)*