

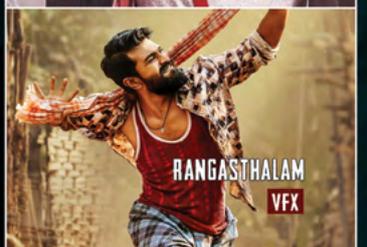
CONNECT



**PUNE INTERNATIONAL FILM FESTIVAL AWARD
FOR MR. RAMESH PRASAD**



RECENT PROJECTS



Editor's Voice

It was the year 2006 that we came up with the thought of having an internal newsletter. This immediately found favor with all and thus was born CONNECT. 50 issues have already come out and as we now release the 51st issue we have a great deal to be happy about. As you go through the past issues the most important aspect you will notice is the stability the group strives for in spite of the vagaries of the industry in the recent past. For those of you with the inclination these past issues are available online in our website www.prasadcorp.com. This small piece of history will provide an enjoyable and nostalgic experience to go through, reflect and realign.

Our Managing Director Mr.Ramesh Prasad has been recognized for his contribution to the Indian Cinema Industry by many organizations in various forums and film festivals. The most recent of which is at the Pune International Film Festival. While we put our hands together to applaud his achievements we also wish to see many more recognitions for him in the years to come.

Another point in passing is a strange co-incidence, the launch of AREA 51, the Virtual Reality Experience Zone at our Multiplex and Mall in Hyderabad as we bring out the 51st Issue!

S.Sivaraman - Editor

AREA 51 - VR Experience Zone launched at Prasads



Area 51, a Sci-Fi themed immersive Virtual Reality (VR) experience zone for people of all ages to enjoy, was launched at PRASADS to a great reception by the patrons.

Area 51 has 8 units of PSVR, fitted with hi-tech motorized motion chairs and VR motion simulators, Multi player enabled VR Gaming, Family VR games and our very own proprietary real-time, full body motion tracking VR experience, taking the gaming and entertainment experience to a whole new level altogether!

With the aim of transporting people to a futuristic world Area 51 has given a lot of attention to the lighting, sensory effects and choice of equipment. Area 51 offers a wide range of VR games, right from a 3 minute VR ride, to games that can be played for hours together, spanning the latest in VR entertainment available today. Games at Area 51 include PSVR, VR Skydiving, Paragliding, Multiplayer VR Racing, Multiplayer standing VR Duel machine and Full Body Immersive VR experience. The last one has been developed inhouse and patented for.

Area 51 endeavors to add newer gaming experiences every month, making it a destination that will forever hold the interest of patrons. With daily and weekly leaderboards being maintained and hosting multiple tournaments, Area 51 provides the chance to ignite the competitive spirit in people and be in the limelight.



Founder's Day



The birthday of our founder Mr.L.V.Prasad was celebrated in all Prasad offices on 17th January 2018. On this occasion Directors, Senior Management staff and other employees paid floral tribute to Mr.L.V.Prasad.

Cinelab London installs dft 4K HDR Scanity



Cinelab London has just completed the installation of a new DFT Scanity 4K HDR scanner, alongside a 300TB Pixit Media Pixstor SAN, which creates a high-tech, unmatched capability in film scanning for new and archive film projects.

Cinelab celebrates its 5th Anniversary in June 2018, and has, in a relatively short time, established itself as a leading international film facility, working on major studio projects, independent feature films, commercials and pop promos. All sectors have seen growth in acquisition on motion picture film during this 5 year period, and coupled with an extensive capability for both photochemical and digital remastering & restoration, Cinelab London has become the unrivalled expert in film.

Adrian Bull, Managing Director and co-founder, comments: "the revival of film is no doubt in part due to the demand for 4K and HDR, which as an acquisition format, film delivers with ease. The aesthetic look of film continues to prove favorable against digital acquisition. The addition of the Scanity 4K HDR film scanner to our comprehensive line-up will assist in delivering for projects where a "scan once" approach is preferred, particularly where a VFX intensive feature may want to work with 2K or 4K images from the start of production. We have also seen a tremendous increase in demand from archive clients wanting to remaster in 4K, in some cases going back to the original camera rushes to create the best possible results and in some cases completely different edits."

Simon Carter, Sales & Marketing Director for DFT added: "DFT, which is part of Prasad Corporation Pvt Ltd, is delighted that Cinelab London have chosen Scanity 4K HDR for their facility. Scanity has been specifically designed to manage the accurate digitization of film – whether as part of a fast and precise 'scan once' process during film production or in the gentle handling and scanning of aged and treasured materials during film restoration."

Top Directors Ralph Fiennes, Paul Thomas Anderson, Chris McQuarrie, Rian Johnson and Sir Kenneth Branagh have all shot film projects in the past year using the services of Cinelab London including 16mm, 35mm and 65mm processing. The lab is the only facility in the world providing processing for all motion picture film formats from Super 8mm to 65mm, and includes full dailies, scanning and film deliverables services.

PIFF Distinguished Award

Pune International Film Festival (PIFF) honored eminent film personalities with the PIFF Distinguished Award for Outstanding Contribution to Indian Cinema. The purpose of the Award is to recognize and appreciate the work and contribution of legends in Indian Cinema, and to relive their life and times through numerous interactions with them. Mr. Ramesh Prasad was presented with this prestigious Award at the opening ceremony of the 16th Pune International Film Festival (PIFF) held on 18 January 2018. He was felicitated by Nitin Gadre, Chief Secretary, Tourism and Culture Department, Government of Maharashtra and Dr. Jabbar Patel, Director, PIFF in the presence of Randhir Kapoor, Rishi Kapoor and Rajeev Kapoor.



Felicitation for Alumna Annanya Kasravalli



LV Prasad Film & TV Academy proudly felicitated Ananya Kasravalli, alumna of the Chennai campus on 5th February 2018 with the screening of her debut feature film

in Kannada "Harikatha Prasanga". This film has been screened in more than 40 International Film Festivals. After the screening she had an interactive session with the students sharing her knowledge and experiences.

Bhuvan Srinivasan's Interactive Session with Students of LVPA

As an Alumna of LV Prasad Film & TV Academy, Bhuvan Srinivasan had found strong foundation in the film industry as an editor notably, for the blockbuster movies 'Irumugan' and 'De Monte Colony'. His interactive session with the students on song editing was very informative and students enjoyed the daylong session conducted on 17th February 2018.

Haghefilm installs Scanity film scanner



Film Laboratory Haghefilm Digitaal, a prominent service provider in the field of cinematographic heritage preservation, receives films from the early days of cinema from all over the world. The company is known for its knowledge of obsolete film formats and the skills and motivation of its employees who often perform little miracles so that images that were thought to be lost can be revived and reinstated. Very often the films that are sent to Haghefilm Digitaal are in very bad shape and require serious attention from their restoration specialists before they can either be printed to film stock, if possible, or digitized.

The Scanity film scanner that was installed late last year, and extended with the wet gate option early this year, has already proven its value. Thanks to this equipment, some rare images dating back from the beginning of the 20th Century could be scanned at the highest possible quality and thus be saved and made accessible again for use today and in the future. With the arrival of the Scanity, the Haghefilm Digitaal toolbox has been expanded with an installation that allows the company to help film archives preserve films from the past at the highest possible quality level today.



Reframing the Future of Film with Christopher Nolan

Film Heritage Foundation presented 'Reframing the Future of Film 4 – an event headlined by celebrated visual artist Tacita Dean and acclaimed filmmaker Christopher Nolan and held in Mumbai on March 30, 31 & April 1, 2018.

In Los Angeles in 2015, Tacita Dean and Christopher Nolan staged the first in this series of important events highlighting the necessity of preserving photochemical film in the digital age. Both are passionate advocates within their fields for film – not simply as a technology – but as a medium that offers intrinsically rich and unique qualities needed by artists and filmmakers, as well as a hugely engaging experience for audiences.

Beginning at the Getty Research Institute in Los Angeles, Reframing the Future of Film brought together significant professionals for the first time from art, film preservation and cinema industry to discuss the tangible steps that needed to be taken to protect the medium of film and its legacy in order to reposition its importance in an aggressive digital market. Subsequent events have been held in Tate Modern in London in conjunction with the BFI during the London Film Festival and at Museo Tamayo in Mexico City.

In the Mumbai event Nolan and Dean explored the importance and differences of shooting on film and why it is essential to keep it available as a medium for future generations. The panel discussions with the who is who of the Indian Film Industry included Amitabh Bachchan, Shah Rukh Khan, Kamal Hassan, Shyam Benegal, Adoor Gopalakrishnan, Santosh Sivan and Jaya Bachchan. Sai Prasad, Director - Prasad Corporation Pvt Ltd, was one of the panelists.

12 years of Wild Framing



L.V.Prasad Film & TV Academy organized an interactive session on 23rd March 2018 with wildlife Filmmaker Mr. Nallamuthu who had spent a decade in forests for making a documentary on the Tiger. Nallamuthu's fascination for beautiful visuals and his compassion for wildlife have resulted in him spending most of his time in the forests in India searching for unique characters in wildlife and make stories out of it. Students understood

nuances of making wildlife documentaries and how to choose subjects for wildlife. An unique experience for editing students was how he had brought down 300 hours of footage into a one-hour documentary.

dft at NAB 2018



DFT, leading provider of high-end film picture and sound scanning solutions will be displaying and explaining its latest MAX8mm/S8mm/8mm Lens Gate Assembly (LGA) and S16mm/16mm WetGate options, launched at IBC last year, which are now being delivered successfully to clients worldwide. These latest options are for DFT's flagship film scanner, Scanity HDR, which works with the 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. It also enables fast and easy switching between the dry and the wet gate scanning modes. Using an aquarium style design, dirt particles are removed by the fluid in a gate pre-chamber and thus the film is cleaned before scanning starts; combining the primary dust and scratch removal processes reduces both time and costs substantially. Simon Carter, DFT's Sales Director, 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 valuable time. Adding the S16mm/16mm WetGate options to the Scanity HDR capability has been an obvious next step."

Anand Krishnamurthy Masterclass on Preparing for Music video:



Anand Krishnamurthy, a renowned sound designer, filmmaker and producer, gave a three hour session on how to prepare for Music Videos on Tuesday, 9th January

2018 to the second year Direction, Cinematography and Edit & Sound Design students. He explained the joy and complexity of using song as part of narrative in Indian cinema with interesting examples. He also explained through interesting Hollywood musicals, how music helps to understand rhythm and in turn helps the narrative.

One day workshop with Kalairani on Handling Actors



For the first year Direction and Cinematography students before they progress to their "Dialogue Exercise", a workshop on Handling Actors was arranged on 8th March 2018. Ms.Kalairani, well known character actor in Tamil mainstream movies,

an alumna of Film and Television Institute of Tamilnadu and a member of Koothu Pattarai, handled this workshop. In the first half of the workshop she gave a masterclass on how to handle actors, in the second half she engaged students to handle different small scenes for a given situation.

Celebrating 120th Birth Anniversary of Sergei Eisenstein with Albert Gafarov



A master of cinema and a great soviet film maker Sergein Eisentstein's 120th Birth Anniversary was celebrated at LVPA Chennai on 30th January 2018. For this special occasion, Mr. Albert Gafarov from Russian Centre of Science and Culture gave a

presentation on Eisenstein with screening of special clips from his films.

Welcome to Prasad Group

Prasad Extreme Digital Cinema Network

Jayaprakash P, Regional Head – Business Development

Prasad Corporation Pvt. Ltd.

Vellayappan S, Head – Legal & Regulatory Affairs

Kiran S, Manager – Marketing & Communication

Prasad Media Corporation Ltd., Hyderabad

Syed Sameer, Associate - Concessions

G Devender, Associate - Concessions

Sukanti Sethi, Associate - Concessions

B Sai Kumar, Associate - Concessions

B Amala, Associate - Concessions

M Rama Krishna, Associate - Concessions

B Govardhana Rao, Associate - Concessions

B Veeru Ravindra Kumar, Associate - Concessions

M Pulla Rao, Associate - Concessions

D Nagaraju, Associate - Concessions

P Sai Varma, Associate - Customer Care

V Rajesh Goud, Associate - Customer Care

G Vittal, Associate - Customer Care

D Srinivas, Associate - Customer Care

M Venu, Associate - Fun Factory

M Anil Kumar, Associate - Fun Factory

Md Afroz, Associate - Fun Factory

Md Irfan Ahmed, Associate - Fun Factory

C Srinivas, Associate - Fun Factory

T Narsimlu, Associate - Fun Factory

M Laxminarayana, Associate - Fun Factory

C Siva Teja, Associate - Fun Factory

A Abilash, Associate - Fun Factory

Syed Ishaq, Associate - Fun Factory

K Saritha, Associate - Fun Factory

P Umesh Kumar, Associate - Fun Factory

I Kranthi Kumar, Associate - Fun Factory

K Kartheek, Associate - Fun Factory

M Bala Siddulu, Electrician - Maintenance

The annual **Orange City Film Festival** is organized in Nagpur, Maharashtra by a group of passionate film and theater professionals and lovers. This year Orange City Film Festival had requested a session on technologies, demonstrations of VFX and DI projects from Prasad. Mohan Krishnan, Head - Corporate Communications presented in this festival to an elite group of people.

The annual **Yashwant International Film Festival** is organized in Mumbai at the YB Chavan Center. This year the Festival organizing committee had requested a session on technologies, demonstrations of VFX and DI projects from Prasad. Mohan Krishnan, Head - Corporate Communications presented in this festival to a large group of film buffs including celebrities.

Prasads - Hyderabad's Pride



1. DocOnline, a brand that provides quick online consultation with Doctors, launched its App at Prasads on 3rd February 2018.
2. Honda displayed its 'Raw, Real, Ripped and Rocking', the Special Edition of Motor Cycles at Prasads between 7th and 10th January 2018.
3. Wonderla, one of the finest and popular Amusement parks in the twin cities promoted its activity for two weekends at Prasads.

Nuts & Bolts of Editing



A 2 days master class in editing was conducted at L.V.Prasad Film & TV Academy, Chennai on 26th and 27th of March with National Award winning Film Editor Mr. Lenin for Editing Students. His 2 days' session enabled students to understand that an editor's job is not to merely cut and paste whereas film editor is also a performer and requires some basic knowledge of sound and music. He emphasized that exposure to sound, rhythm, camera framing and dance will help an editor employ effective techniques like rhythmic cuts. Students enjoyed and absorbed his session thoroughly.

Masterclass on Art Direction by Padmasree Thota Tharani

Padmasree Thota Tharani, a veteran art director par excellence in South Indian Cinema, gave a three hour masterclass for students of LV Prasad Film & TV Academy, Chennai on 15th February 2018. He explained with the screening of clips from his films and emphasized that art direction is not just creating huge sets, it is essentially creating a physical space for the Director's vision, whatever the budget may be.



Masterclass with Prasanna Vithanage



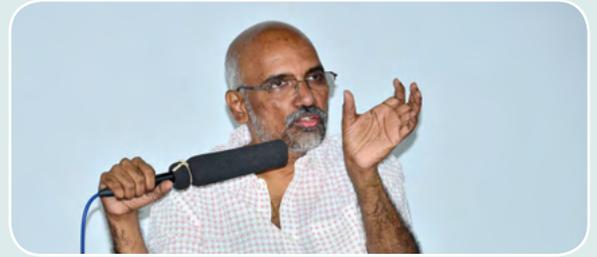
Internationally acclaimed film maker from Srilanka, Prasanna Vithanage gave a full day master session on "Anatomy of a Scene" on Wednesday, 10th January 2018. In this session he explained variables that are

involved in constructing a scene. He went through the script of his forthcoming film to substantiate what he explained. In the second half of the session, he made students write the scene. Prior to his session, his feature film "With You, Without You" was screened to set the stage.



Pongal, the harvest festival, was celebrated at Chennai office. Uriyadi, Slow Bike Race and Rangoli competitions were held with participation by a large number of employees. Prizes were given to best dressed employees in the Ethnic Wear competition.

Master Class by Editor Sreekar Prasad



The celebrated Editor Sreekar Prasad who has received the National Award multiple times, gave a three hour master class on "How to edit a song". He explained the changes that have taken place in song picturization over the last three decades. He practically demonstrated how he edited a song sequence from a recent film. Prior to the session he gave rushes of a song from a film and asked students to edit. He looked at those versions and gave his critical feedback.



International Women's Day was celebrated at Mumbai, Chennai & Hyderabad on 8th March 2018.



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*The next issue of CONNECT covering the months of April, May & June 2018 will be published in July 2018.
Please email your articles (before 15th June 2018), news (before 30th June 2018) and
suggestions to info@pdfi.in*