

pioneers | trendsetters | leaders



An Overview ●●●●●



About Us

Prasad Corp is the largest, totally integrated digital post production services provider incorporating the latest technologies with the finest infrastructure. A pioneer with over 60 years of experience in film and video post production, we offer the entire range of digital services including Digitization of Film and Tape, Digital Film Restoration, Digital Archiving, Media Asset Management, VFX, Rotoscopy, Digital Intermediate, Remastering, Up-Conversion and 3D Movie Production Solutions. A preferred service provider for Global clientele, the projects served by us include Academy Award Winners, Golden Globe Award Winners and several other National and International Award Winners.

Highlights

- End to end service provider – Film & Tape
- One of the largest facilities in India
- Global Clientele
- Patented technology for picture & sound digitization
- 20 National Awards for best services
- Over 15000 feature films served
- Serving all major broadcasters in India

Global Reach



Prasad Timeline

1956	Prasad Productions
1962	Prasad Studios
1976	Prasad Film Labs, Chennai
1980-85	Labs in other centers
1989	Prasad Video Digital
1996	EFX - Prasad Corp.
2000	Overseas Operations
2003	IMAX Theatre, Mumbai Lab
2005	L.V.Prasad Film & TV Academy, USA Operations
2006	Prasad Panavision
2007	Digital Film Restoration
2009	Digital Cinema Services
2010	3D Movie Production Solutions
2011	3D Digital Cinema 3D Digital Post
2012	Archiving, Asset Management DFT Acquisition
2013	Managed Services around the World
2016	Sondor Acquisition

Film & Tape Element Assessment

- Inspection, Assessment Report, Categorization
- Most experience team in Element Assessment
- Dedicated R&D team to constantly develop solutions for each condition

Photochemical Restoration

- Pioneers in photochemical restoration
- Most experienced team in India
- Ability to handle all defects - vinegar syndrome, warping, shrinkage and more
- Dedicated R&D team to constantly develop solutions for each condition

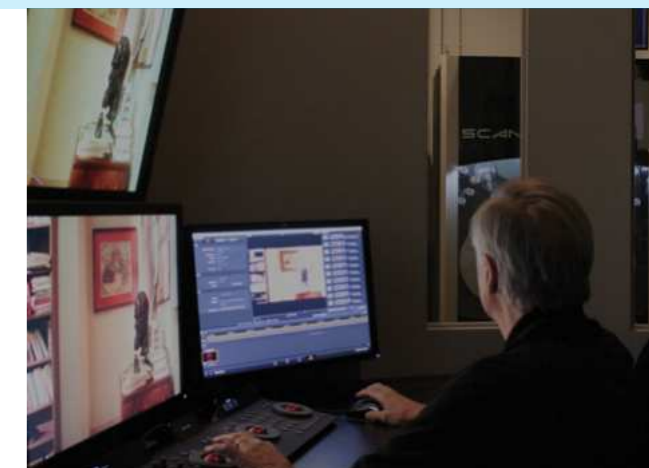


Film & Tape Preparation

- Over 50 years of experience in handling film
- Dedicated film handling facilities with state-of-the-art infrastructure
- Decades of experience in handling all Tape and Film formats & repair

Digitization

- Large Scale Digitization of Film, Audio & Video tapes
- Digitization of all media and formats - Films (Negative/Print - 8mm to 70mm), Tapes (All Formats), Micro Film, Tape Spools, Posters, Books, large format Drawings and more
- Digitized more than 36 million minutes of content
- WetGate Scanning
- Owners of the finest German Technology for Film and Sound Digitization
- Film Archives around the world have installed our Digitization Equipment



Restoration

- Largest Restoration facility in the World
- Picture and Sound Restoration
- SD to 8K Restoration capability
- Over 500+ Indian films restored
- Restored 2000+ International Projects
- Restored 400+ Hollywood Classics including Academy Award, Golden Globe Award winners and nominees

Broadcast Services

- Encoding
- Transcoding
- Video Error Corrections
- Content Packaging
- Compliance & Format Editorial
- Technical Q C
- Metadata
- Audio Sync, Balancing, Pseudo Conversion & Layback
- Standards Conversion
- SD <-> HD cross conversion, up conversion, down conversion
- Archiving & Asset Management

Asset Management

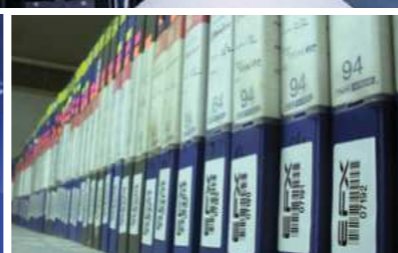
- Digital Archive Solutions
- Customized Workflow Solutions
- Scalable and Flexible Platform
- Substantial Productivity Gains
- Constant Repurpose of Content

Content Lifecycle Management



Archival Solutions

- End to end Archival Solutions
- Physical Storage of Media
- Easy entry / retrieval process
- Periodic checking of Physical content
- Recording digital content onto celluloid film
- Long term storage solutions including 24X7 Cold Storage for extended life of celluloid film



Global Clientele



National Clientele



Security

- Trusted and preferred service provider for Hollywood Studios and National clients for over 50 years
- Security audited by
 - MPAA
 - Warner Bros
 - Sony
 - Disney
 - Fox
 - Marvel
 - Paramount
- More than 50 years of service to the industry without security incidents



India | USA | UK | Germany | Japan
www.prasadcorp.com

Contact :
 28, Arunachalam Road,
 Saligramam, 600 093.
 Ph: +91 44 4002 5100
 email : info@efxmagic.com