

CONNECT

RECENT PROJECTS



CREATIVE ARTS
EDUCATION PROGRAM
FOR SCHOOLS

Editor's Voice

In the world of digital technology nowadays we often come across terminologies like Augmented Reality (AR) and Virtual Reality (VR) which promises new visual possibilities and exciting experiences in the imagery, hitherto unknown and unexplored. AR is a technology that makes computer generated imagery and characters mingle with you in the real world around. The latest craze among young people 'Pokemon Go' - the interactive gaming, is one of the examples of this technology that liberates one from the computer desk to move freely in the streets of their neighbourhood to experience the thrill of exploring places and meeting likeminded people.

Similarly VR offers immense possibilities of new experiences in the area of Gaming, Tourism, Engineering Architecture and the Entertainment industry, of course. You no longer require Millions to erect the sets of a Roman Colosseum or a Taj Mahal or a Red fort or even the Shore Temple of Mahabalipuram in the real world. VR can offer virtual sets for a fraction of the cost in the least possible time. The creator's imagination is the limit to what can be done. Architects will have the tools to show case and market their proposed projects by offering walk through experience to clients using VR technology allowing a 3D model of the proposed building to be planted in the site juxtaposed with the real neighbourhood structures and land marks both in scale & perspective. In the same way, an experience similar to real life walk through of interiors is getting popular by employing VR and AR technologies.

The days are not far off for the entertainment industry to adapt to these technologies for storytelling and make the movie going experience more immersive and participative. Hence it is important that students of Film Schools familiarise themselves with these futuristic technology including Holography to improve their preparedness to meet the challenges ahead.

S.Sivaraman - Editor

dft installs first Sondor audio scanner at Eye Filmmuseum



EYE Filmmuseum, located in Amsterdam, has recently purchased a Sondor audio scanner to complement its already well equipped archive and restoration facility. The archive holds over 40,000 films across all genres, including unique nitrate titles, classics of Dutch cinema, blockbusters and experimental films.



Sondor was recently acquired by Digital Film Technology (DFT), and this was the first installation carried out by the DFT team. The Sondor and DFT teams have worked alongside each other for many years, and following the acquisition, service and support for Sondor technology is now carried out by the DFT team.

The installation at EYE was of a Resonances audio scanner with Dolby Digital optical reading and multi-format mag track capabilities for 16, 35 and 17.5mm formats. Anne Gant, Head of Film Restoration at EYE and Digital Access, said: "We are pleased to introduce this new audio scanner into our facility. The DFT team did a great job during the installation. They have been good in supporting the Scanity in the past, and now we will expect the same high-quality service for both our image and audio scanners".

Prasad EFX delivers over 3000 VFX shots for Singam III



Prasad EFX, has delivered around 3100 complicated VFX shots for the Tamil and Telugu Superhit, Singam III. The film directed by Hari, cinematographed by Priyan and produced by Studio Green stars Surya in the lead.

Director Hari approached Prasad EFX in the planning stages with the immense confidence he has gained over the years of working with them. This massive project was made possible by a team of 80 artists spearheaded by KE.Venkatesan, Head of VFX. The work ranged across various divisions starting from creating 3D Models, Animations, 3D-Tracking and Compositing shots. It took about 5 months to complete the VFX and work happened

simultaneously as the shoot progressed.

“Our collaboration with Director Hari and working with him on ‘Singam 3’ was an absolute delight. We have worked with him in all his films including Singam I and II. Our involvement right from the pre-production stage helped ensure that we deliver the best results”, said KE.Venkatesan.

He added, “Very complicated 3D model of a lion and the animation, triangulation phone tracking and large compositing tasks were executed with attention to minute details, so were critical special effects that added intensity to the action shots. Our efforts were focused on crafting visuals which complement the storyline of the movie. It is always team work at the fore when you bring out VFX of such great intensity and Mr.Hari played a major role here by spending time with the team at Prasad EFX, which in turn helped the VFX supervisor to capture the nuances during shoot”.

Masterclass with Yogesh Mathur at L.V.Prasad Film & TV Academy



Yogesh Mathur conducted a Master Class on Film Editing between 12 - 14 January 2017 at L.V.Prasad Film & TV Academy, Chennai. Prof. Yogesh Mathur is a graduate from the Film and Television Institute of India (FTII) with specialization in Film Editing. He has been extensively involved in several directorial and editing projects including the National Award winning documentary ‘Towards Joy

and Freedom’. He has been associated with FTII as a Professor and Head of the Department of Film Editing for a long period.

Grace Lee's Guest Lecture at L.V.Prasad Film & TV Academy



Grace Lee, American Independent Film Director and Producer visited L.V.Prasad Film & TV Academy to deliver a lecture on 7th February 2017. She is known for both her documentaries and narrative films which include ‘American Revolutionary: The Evolution of Grace Lee Boggs’

Cinematographer Randy Rathnavelu Workshop



Randy Rathnavelu the noted Cinematographer who has shot over 25 feature films in Tamil, Telugu, Kannada and Hindi that includes films such as Sethu, Vaaranam Ayiram, Enthiran, Kaithi No. 150 and over 2000 advertising films spent the whole day with the students of L.V.Prasad Film & TV Academy, Chennai and Thiruvananthapuram giving a three hour master class and a six hour cinematography workshop.

In his master class he shared his experiences and evolution through a conversation with Professor Sivakumar Mohanan and later answered questions from students.

He stressed the importance of upgrading the knowledge in digital cinematography through continuous practice with latest technologies and gadgets. He also advised students to read books and periodicals on cinematography such as American Cinematographer and watching master classes of ace cinematographers. He talked at length about how a cinematographer should read the script before he/she accepts the project and working out a look of the film in terms of budget and time span.

In his post lunch cinematography workshop he demonstrated six different light set ups and shooting small sequences in the LVPA, Chennai shooting floor. He explained in detail the difference between advertising look and film look by shooting a model in the same situation but with different light set up.

Faculty Development Program at L.V.Prasad Film & TV Academy



L.V.Prasad Film & TV Academy, as part of its outreach program conducted a 2-day workshop for faculties from select Institutions from across the country. The program was designed to provide a better understanding of the real work scenario through an organized tour of Prasad's state-of-the-art facilities by technical experts, workshop and theory cum practical sessions on the film making process.

The facility tour included Sound Mixing, Film Preservation, Digital Grading, VFX, Digitization, Image Restoration and Sound Restoration. The sessions conducted were Sound Design for feature films, Cinematography Practical - Lighting A Scene, Movie Screening followed by Visual Design and an Interactive Discussion Session. More than 30 participants from 20 colleges across the country attended this program.

Alumni Success Stories



- 'Manhattan Short', the World's First Global Film Festival, has a Mumbai connection. For the last seven years, top films from the iconic New York cinema event have been screened especially for local audiences. As always, viewers can vote for their favorites among the films that make it to the global top 10. L.V.Prasad Film & TV Academy's 'Broken Image' directed by Aravind VK has won the 1st Runner-Up Award in this festival. Congratulations, Aravind.
- We are proud to congratulate our Alumni, Rohin Venkatesan - Director and his team for the stupendous success of his first project "Adhey Kangal".



- L.V.Prasad Film & TV Academy congratulates the team of "HUNTERS - THE HUNTED" for winning the 'The Best Documentary (Student) Award' at the 4th Noida International Film Festival 2017.
- We are proud to congratulate our Alumni, Vignesh Vasu - Cinematographer for the successful release of his first project "Rum".

Editor Praveen KL Workshop



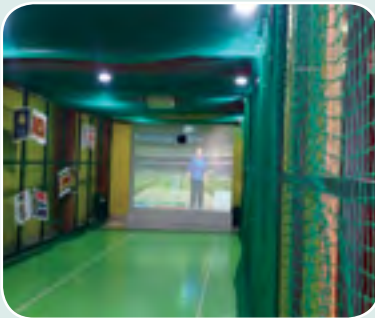
National Award winning Editor, Praveen KL was a special invitee for conducting a two day workshop on 'Editing Aesthetics' for the Editing & Sound Design students on 20th and 21st February 2017, at L.V.Prasad Film & TV Academy, Chennai.

Creative Arts Education Program for Schools



With a vision to nurture young talent and guide them in the right path and career, L.V.Prasad Film & TV Academy has launched a 'Creative Arts Education Program for Schools' which will eventually encompass a wide range of subjects. The first course in this program is 'Content Creation for Audio Visual Medium'. A two day workshop was held in SBOA School at Chennai where the end goal was creation of a short film on a subject presented by the students. Many schools have expressed their desire to be part of this program. The Academy is also planning a yearlong course to be conducted in the school campuses.

Hyderabad's Pride



1. Actress Hebha Patel launched in-pocketz, a service App at Prasads campus on 4th April 2017.
2. Prasads introduced Leverages 'Cric Avatar' to a great reception by the audience in their Game Zone, 'Fun Factory'. 'Cric Avatar' is equipped with a bowling robot. This robust cricket bowling simulator consists instant replay option, simulation of different pitches, day night conditions, automatic line and length change and much more.

Cinematographer Kichas Workshop



Cinematographer Krishnasamy (Kichas), conducted a Cinematography Workshop, an interactive session and shared his experience with the students of L.V.Prasad Film & TV Academy, Chennai on 21st February 2017. Kichas has worked as DoP in films including En Raasavin Manasile and Aranmanai Kili.

Short Term Courses - Convocation Day

The weekend courses 'Digital Film Making' and 'Direction for Film & TV' in Chennai campus concluded on a high note. Director Nalan Kumarasamy joined the team and gave the certificates to the successful students in a lovely, warm and informal function.



Shri. L. V. Prasad Birthday Celebrations



In the picture : Bangalore Employees

Employees of Prasad Group across all our facilities celebrated our founder Shri.L.V.Prasad's Birthday on 17th January 2017.

Welcome to Prasad Group

Prasad Media Corporation Ltd.

K Mohan Krishna - Associate, Fun Factory

N Shyam Babu - Associate, Fun Factory

A Thirupathaiah - Associate, Fun Factory

Ch Bichappa - Associate, Customer Care

B Sudheer - Associate, Customer Care

T Ellesh - Associate, Customer Care

J Ramanjaneyulu - Associate,
Customer Care

N Raveendranadh Tagore - Electrician,
Maintenance

P Raj Kumar - Associate, Concessions

Wedding Bells

PXD - Mumbai

Ayasha Priya married Alok Ranjan Jha on 5th March 2017

DFT news

NAB 2017



This year, at dft, we have decided to change how we exhibit at NAB, making it easier for our customers to catch-up with us without distracting the buzz of the show. Rather than have a standard booth, we are instead hiring a hotel suite, at the adjoining Westgate Hotel (Suite Number 2610), where our customers are all welcome to join us for a chat and to see the latest demo of our amazing 'repaired' footage achieved using our WetGate technology. Everyone who books a meeting with us at the show will receive a significant \$1,500 discount which is redeemable against any engineering labor required for either the purchase of a new machine or for machine upgrades within the next 12 months. Visitors are welcome to join us for breakfast everyday.

IBC 2017



This year, at dft, we will have a booth at the IBC show, and will be displaying Scanity HDR as well as the Sondor Versa. More details to follow soon.

FIAT/IFTA Conference

As a regular sponsor and contributor to all of the main archive and restoration associations, dft recently attended the FIAT/IFTA Nina conference in Warsaw in October, and the AMIA conference in Pittsburgh in November. Shortly after NAB, we will be attending the 2017 FIAF Congress which will take place in Los Angeles from 28th April to 3rd May 2017, hosted by the Academy Film Archive and the UCLA Film and Television Archive - so keep a look out for us!

Core Operational & Soft Skills Training at Prasads, Hyderabad



This training program addressed the core operations of a Multiplex including Box Office, Concessions, Customer Care, Projection, Fun Factory, Maintenance, HR Rules & Policies, as well as Soft Skills which include Communication Skills, Grooming & Body Language, Team Work and Team Building.

The Training Program covered a total of 110 employees in batches between 13th March 2017 and 20th April 2017. Mr. Ramesh Prasad participated and addressed the staff. The Departmental Heads also participated actively in this training process.

- Naresh, Manager - Human Resources
Prasad Media Corporation Ltd., Hyderabad

Professional Cinematography & Digital Workflow at Anna University



L.V.Prasad Film & TV Academy was invited by PIXELS -The Photography and Videography Club of CEG, Anna University to conduct a Professional Cinematography and Digital Workflow workshop as part of TECHOFES, their annual cultural festival.

A Live Demonstration workshop with professional Film-Making equipment and Importance of Lighting were the subjects covered for students from over 20 colleges. The footage were viewed in the monitor and explained to demonstrate the real-time variations due to changes in camera settings, lighting and more.

- Ganesh Ravi, Digital Marketing -
L.V.Prasad Film & TV Academy