

CONNECT

RECENT PROJECTS



PADMA BHUSHAN JAVED AKHTAR PRESENTING THE GOLD AWARD FOR FILM DIRECTION AT THE 12TH GRADUATION DAY

Editor's Voice



The past three months have been quite eventful indeed for Prasad. The 12th Graduation Day of the Academy graced by Mr. Javed Akhtar as the Chief Guest, New students starting their exciting terms at the Academy, Prasad's participation in Global events, New clients trusting Prasad with our high technology products and services, Opening of the Bengaluru campus for the Academy and a lot to look forward to .

Prasad Corporation continues to expand its reach across the world through recent business development activities with Pinewood Studios of UK and Studio Hamburg of Germany. Prasad Corp and DFT's participation in International fairs and symposiums is constantly elevating our presence and reputation of a high technology and services provider. NFDC Film Bazaar is coming up in November where Prasad is participating with a stall as it has been doing all these years. This year L.V. Prasad Film & TV Academy too is participating in IFFI Goa, with a stall to promote its brand visibility in one of the largest congregation of film enthusiasts in India. There is a need to understand and explore the market potential of LVPA in our neighboring countries/region and reach out to them. New short term courses are being planned in existing and new streams of filmmaking education and we hope to provide value added education to aspiring people. Recently L.V. Prasad film & TV Academy has started providing short term courses through its newly opened campus at Bengaluru. The first batch started on a good note and is about to get completed successfully.

So, with this positive note let us approach the New Year and I take this opportunity to wish you all a Very Happy New Year in advance!

S. Sivaraman - Editor

Prasad Corporation sponsors 'Reel Thing' Preservation Seminar



Curated by Grover Crisp and Michael Friend, The Reel Thing addresses current thinking and most advanced practical examples of progress in the field of preservation, restoration and media conservation.

Prasad Corporation was a Sponsor in this year's session held at Los Angeles between August 23 and 25, 2018. Paul Stambaugh, Prasad Corporation, made a presentation on 'Mass Digitization Challenges and Solutions' featuring a case study of the Rotana Project.

Rotana, one of the largest Arabic Feature Film Content Libraries in the Middle East, embarked upon the task of digitizing and restoring its assets totaling more than 1600 titles. The case study provided an insight into the project, the challenges in terms of process flows, manpower management, logistics, infrastructure, regional sensitivities, aesthetics, time management, quality control and other aspects which had to be addressed. The objective of the presentation was to provide an in-depth understanding of the learnings that would help other such large digitization and restoration projects anywhere in the world to plan and implement their projects in an efficient and better way including planning for the unexpected.



L.V.Prasad Film & TV Academy 12th Graduation Day, 24th August 2018

The 12th Graduation Day of L.V.Prasad Film & TV Academy got off to a rocking start with the arrival of our Chief Guest Padma Bhushan Javed Akhtar. He was warmly received by Kavita Prasad, Director of Prasad Corporation Pvt Ltd. The function started off with the a minutes' silence to mourn the victims of the devastating floods in Kerala. The function was hosted by our student Dhwani Shree. The function was held at the iconic Prasad 70mm theater which was filled to capacity as usual. Passing out students received their certificates from the chief guest. Our 'Academy Awards' as we fondly call it were announced to thunderous applause and presented by the Chief Guest Mr.Javed Akhtar. The Awards went to:

Film Direction -

Gold - KARK, Pawan Kumar Nayak
Silver- MAANGAL JAAKIRATHAI, Praveen Ragupathy
Bronze - MUSALSAL, Uddipta Dutta
Special Mention - ANGEL, Prateek Batra

Cinematography -

Gold - MAANGAL JAAKIRATHAI, Ajay Abraham George
Silver - THE ROOM, Ruppa Gopikrishna
Bronze- GOLDEN JUBILEE, Tarkash Mehta
Special Mention - KAATRIL KAIVEESI, Rohan Ravi

Editing -

Gold - MAANGAL JAAKIRATHAI, Vishnu Vardhan Reddy
Silver - THE ROOM, Surya Prakash Reddy
Bronze - GOLDEN JUBILEE, Adarsh
Special Mention - KAATRIL KAIVEESI, Kishore / Ambrose

Sound Design -

Gold- MAANGAL JAAKIRATHAI, Thejus Raju
Silver-AGHATIT, Kishore D / Vishnu C
Bronze-THE ROOM, Ambrose
Special Mention-GHOL, Kavin Raj

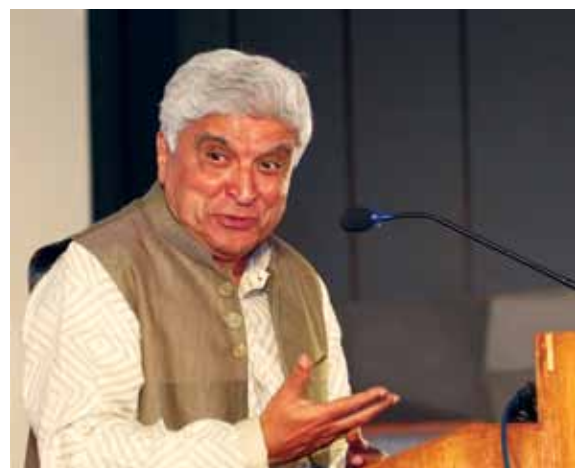
Our honorable Jury Members for this years' Awards were M/s.RS Prasanna, Satyaraj, Suryanarayanan K.M, Vijay Karthik and Vishal Menon.





Short Term Course Completion, Chennai

Mr. Lenin Bharati was the Chief Guest at the Valedictory Function held on 13th October 2018 for the Direction for Film & TV Short Term Course. Eight students received their certificates from the chief guest.



Pinewood and Prasad Corp announce Agreement



Pinewood Group is expanding its digital services business offering to North America, and to meet new demand in the UK, have entered into a 5-year agreement with Prasad.

Prasad will be providing Pinewood Digital with the flagship Scanity HDR 4K film scanner, and further services to support and optimize the expansion. Pinewood Digital provides film and digital dailies for features, TV and commercials, supporting productions on the lot at Pinewood and Shepperton

in the UK, Atlanta in the USA and globally elsewhere with mobile solutions. Services include dailies grading, 4K projection, transcode for editorial and online dailies review, VFX pulls including automated services, 4K 'scan-once' workflows for film (which create tens of terrabytes of data per day), SAN and LTO archiving.

Simon Carter, Director Sales & Marketing at Prasad commented, "Prasad is dedicated to supporting Pinewood with their unique 'scan-once' workflow, and we are delighted to be able to supply them with our latest technology and services."

Darren Woolfson, Director of Creative Services Technology for Pinewood commented, "This agreement underlines our commitment to support filmmakers who choose to shoot their films on physical film in the UK, for example our recent work on Mission Impossible - Fallout. Working with Prasad means we can deliver high quality film scanning and digital dailies to our clients worldwide."

DFT at IBC 2018

IBC (International Broadcasting Convention) is the foremost Conference & Exhibition for Media, Entertainment and Technology professionals. The event happened between September 13 and 18 at Rai, Amsterdam. DFT, the leading provider of high-end film image and audio scanning solutions showcased a range of new features for its Scanity HDR Film Scanner, in addition to the latest Sondor Resonances Audio Scanner at IBC 2018.



Prasads - Hyderabad's Pride



- Wonderla conducted a promotion campaign at PRASADS Mall on 13th and 14th October.
- Maxx Retails Talent hunt - Super Model Style - was organized at PRASADS Mall on 6th and 7th September.
- Star MAA's TV Serial Mouna Raagam conducted a Clay Ganesha session to promote environment friendly practices on 8th September.
- Indi Rock Singer by ALLURI promotions was held at PRASADS Mall on 11th & 12th August 2018.
- Honda Amaze and Jazz Cars were on display at PRASADS Mall on 18th & 19th August 2018.



Students Documentary Field Trip

29 second year students of LV Prasad Film & TV Academy, Chennai visited Trivandrum for a 5 day documentary field trip between 24th and 29th of September 2018. They were joined by the Trivandrum campus students to work on four documentaries - People's Architect Lauri Baker, Trivandrum Music College, Nagaiar Koothu and Elephants Wood Carving. The students of the Lauri Baker project met and interviewed Mr. Adoor Gopalakrishnan in his house.



3 Day Reality Shoot Workshop

A 3 day Workshop on Reality Shoot was conducted by Documentary film maker and cinematographer Mr. Vinod Raja from 10th to 12th September 2018 for students of LVPA, Chennai. On day 1 he gave classes with the screening of his documentaries. On day 2 the students were divided into three groups and went to scout for their subject. On day 3 the students shot the subjects they have chosen. Later Mr. Vinod Raja reviewed the footage and gave his summation on how to achieve rhythm in reality shoot.

Alumni Reinclination program at LV Prasad Film & TV Academy, Chennai



The Department of Editing conducts a program once in 3 months to recognise its Alumni and request them to conduct sessions including sharing of their practical experiences with the existing students. The Alumni are invited based on their birthdays falling on the respective months.

The last session included:

MKP. Giridharan 23rd August
 V.R. Harish 16th August
 Arjun Rajkumar 19th September
 Dhanush Nayanar 23rd September
 Anish Balaji 15th October
 Bhuvanesh M 8th October
 Dorai Prakash S A 13th October
 Harold Aaron S 13th October



Trotsky Marudu at LV Prasad Film & TV Academy, Chennai

Renowned Animator and a long time well wisher of the academy Mr. Trotsky Marudu conducted a Workshop on Animation on September 03, 2018.

Birthday Wishes

Prasad, Mumbai celebrated the birthdays of July, August and September born employees:

Abhishek Maurya	01-Jul-1991
Vijay Mane	01-Jul-1985
Rajesh Chaudhary	03-Jul-1990
Rahul Singh	07-Jul-1989
Sunil Chitte	09-Jul-1977
Chandan Mishra	10-Jul-1986
L.Saravanan	17-Jul-1979
Nitin Mane	18-Jul-1980
Dinesh Kumar Gaud	19-Jul-1990
Faiz Khatib	01-Aug-1967
Manoj Goswami	02-Aug-1990
Umesh Tadge	02-Aug-1986
Vikas Chavan	04-Aug-1987
Suraj Sawant	06-Aug-1988
Rajesh Panchal	10-Aug-1971
Shubham Dalvi	14-Aug-1998
Nilesh Ghonge	23-Aug-1980
Pappu Singh	01-Sep-1986
Nathuram Kadam	01-Sep-1976
Sanman Kamble	03-Sep-1988
Shekhar C Ghorpade	16-Sep-1978
Ganesh Khinchirao	19-Sep-1979
Kirit Savla	21-Sep-1981
Aakanksha Bharati	27-Sep-1988

'Wide Angle' Ravi at LV Prasad Film & TV Academy, Chennai

Renowned Cinematographer Wide Angle Ravi, conducted a session on Cinematography on September 04, 2018.



LV Prasad Film & TV Academy launches short term courses in Bengaluru

Digital Film Making, short term weekend course was the first course offered at Bengaluru Campus. The batch with 7 students got off to a great start with more to come soon.

Studio Hamburg to use Scanity 4K for Bayerischer Rundfunk Project

Studio Hamburg Postproduction has recently secured a major contract with Bayerischer Rundfunk, Bavaria's public broadcasting service, for the digitisation of around 9,000-hours of footage from their film archive. With over 8 million viewers and listeners each day, Bayerischer Rundfunk (BR) operates 10 radio stations and 2 television channels from 20+ regional offices throughout Bavaria. In this project, BR wish to digitize their entire film archive, protecting it from decay in the long term, ensuring it's usability and improving reusability.



For the successful implementation of this demanding 10-year contract, Studio Hamburg Postproduction has set up a facility near Munich for the mechanical preparation of the film, as well as a sophisticated studio in Hamburg for film scanning and digitization. The Hamburg site hosts dft's flagship 4K film scanner, Scanity HDR, which includes state-of-the-art WetGate technology for 16mm and 35 mm films, working alongside high performance storage from Quantum.

Tammo Steinmetz, Managing Director of Studio Hamburg said, "An archive is like a treasure! With modern technology we can help to revive and preserve this cultural treasure for future generations. We are working with the latest technology and techniques, using SMPTE's Interoperable Mastering Format (IMF) standard for the mastering and archiving of high-resolution digital copies – which seems to us to be trend-setting for comparable projects."

Robert Dittrich, Project Manager of Studio Hamburg Postproduction, adds, "In responding to this project we have established an impressive infrastructure to support film and archive service delivery. Working with our colleagues at Bayerischer Rundfunk, we have a team of skilled "Film Rescuers" who can grow and expand together."

Simon Carter, Sales and Marketing Director at dft added, "This large and significant film project with Bayerischer Rundfunk is an important milestone in the preservation of German cultural film history. We are extremely proud that Studio Hamburg Postproduction has chosen Scanity HDR with its latest WetGate technology for this very important project."



Prasad Corp is delighted to Welcome Simon Clark as a member of it's worldwide team. Simon Clark having worked before at Cintel, Autocue and Autoscript will be responsible for marketing and business development of Prasad's services in the European market. Simon can be contacted on: simon.clark@prasadcorp.com.

Prasad Corp bags prestigious Nepal Film Archive project

Prasad Corporation has been selected to Digitize, Restore and Preserve the entire collection of Nepali Feature Films and Documentaries at the Nepalese Film Archive maintained by the Film Development Board, Kathmandu. The project is planned to be carried out onsite as well as off-site, within a period of 4 months.



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The next issue of CONNECT covering the months of October, November and December 2018 will be published in January 2019. Please email your articles (before 15th December 2018), news (before 30th December 2018) and suggestions to info@pdf.in