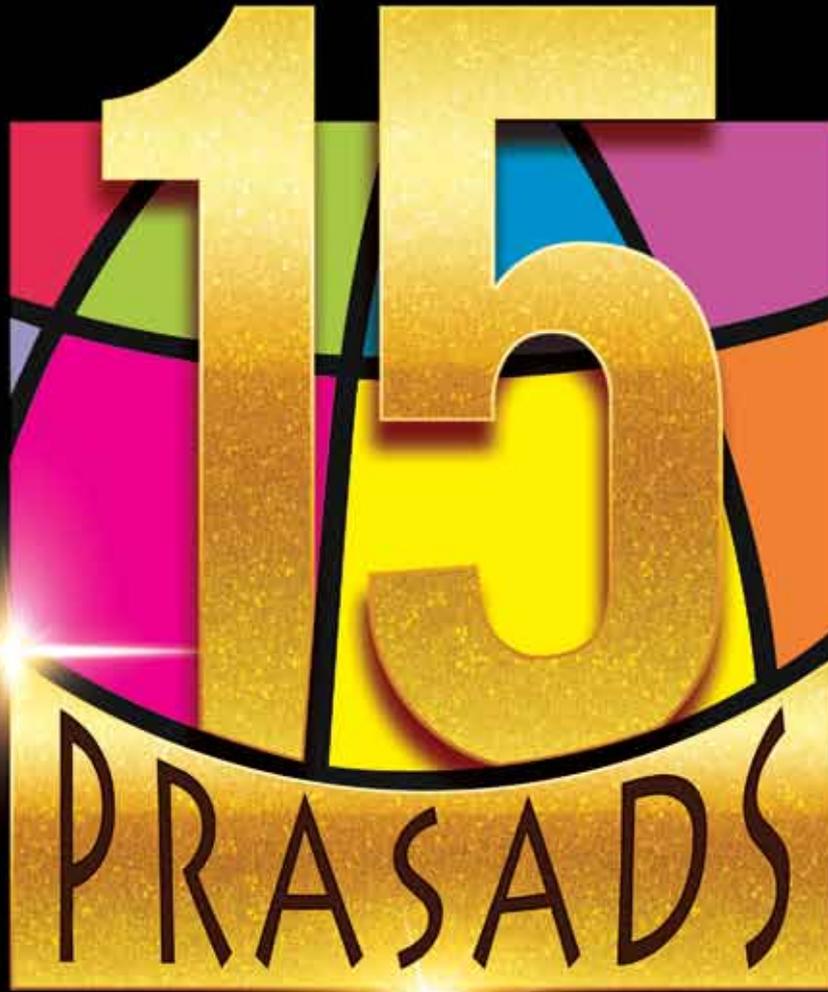


CONNECT



GLORIOUS YEARS

CINEMA | ENTERTAINMENT | FOOD

RECENT PROJECTS



Editor's Voice

15 years ago we launched our Family Entertainment Center in Hyderabad. Over the years it has become one of the best in the country having attracted more than 10 million people. The result of the zeal and zest displayed by our managing director and his inspiring leadership. It is with great pride that we prepare ourselves to celebrate the Anniversary in grand style. Each and every one of our people played a role in making this happen and I take this opportunity to thank and congratulate one and all.

Film Preservation is today an important activity world over and Prasad Corporation continues to support and serve the global media and entertainment industry with its sterling services and innovative technology offerings. As has been the practice in the past few years, Focal International Awards for the best Restoration Projects was sponsored by Prasad Corporation in an effort to encourage and support projects and service providers in this critical area.

L.V.Prasad Film & TV Academy continues to be on the growth path with new courses being offered this year and realignment of some of our existing courses. In the past we have been taking inputs from the industry, our alumni and students to identify and address the current educational needs in step with the latest advancement in technology and the best practices of the industry. As a result of this learning we have separated the editing and sound streams as separate diploma courses. Music Production is a new addition this academic year. Admissions are in full swing at the Academy as we prepare ourselves to welcome the next batch of future film makers.

'Excellence in Service' the motto of our management is amply reflected in our Activities, People and Offerings to the customers and the industry at large.

S.Sivaraman - Editor

Prasad Corporation sponsors FOCAL's 'Best Archive Restoration and Preservation Project'



Davide Pozzi collects his award for Kinemacolor Project from Simon Carter, Prasad Corporation

Prasad Corporation was the proud sponsor of the annual FOCAL International Awards 'Best Archive Restoration and Preservation Project' which takes place annually in London, UK. The FOCAL International Awards, now in its 15th year, celebrate achievement in the use of footage in all genres, across all media platforms, plus archive restoration & preservation. These awards are the leading and most complete set of awards for the archive footage business today. Nominations were received from the world over and the winners were announced at a prestigious ceremony held in London on 14th June 2018.

The category sponsored by Prasad Corporation, 'Best Archive Restoration and Preservation Project', was won by Cineteca di Bologna for Kinemacolor Project. The other nominees were Jean Vigo Project by L'immagine Ritrovato for Gaumont and Moomins and the Winter Wonderland by Oy Filmkompaniet Alpha Ab. Congratulations to everyone who took part in the awards, and thank you to FOCAL, for the support and recognition they have provided for our industry.

Prasads 15th Anniversary

In the year 2004 a new concept of entertainment was pioneered by Mr.Ramesh Prasad- India's First Family Entertainment Center. True to his father's principle of providing wholesome entertainment for entire families through his Cinemas he ensured that a family visiting PRASADS will have activities and entertainment cutting across age groups. PRASADS has stood by this over the last 15 years and while we look forward to the anniversary celebrations between 1st August to 5th August 2018, we invite all our valued patrons to join us. We also take this opportunity to thank all our employees who have been part of this wonderful journey.

L.V.Prasad Film & TV Academy launches new courses

One Year Diploma in Music Production

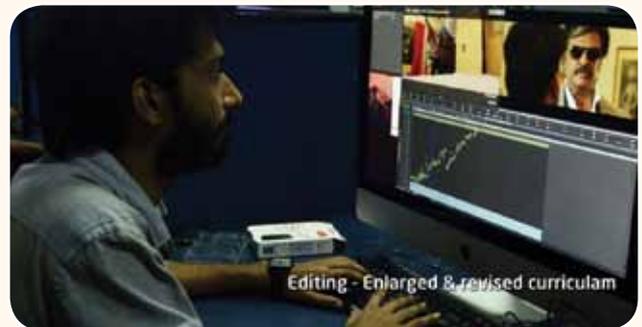


Addressing a long time requirement of the industry and aspiring students, LV Prasad Film & TV Academy is launching a new course on Music Production from this Academic Year starting 15th August 2018. The new course will provide students the principles, processes, tools and techniques necessary to become professional music producers. The course will be supported by eminent visiting faculty including Master Classes by Musicians, Music Directors and Music industry professionals.

The course will cover several areas including Cinema as an Art, Working on Sound Mixing Consoles & Software, Sound Editing & Multitrack Recording, Music Recording, Song Balancing, 5.1 Surround Mixing and Creative use of Sound for Movies. The one year full time course will culminate in the final Music Video Project.

One Year Diploma in Editing

LV Prasad Film & TV Academy has been consistently taking feedback and inputs regarding its courses, curriculum and syllabus from industry professionals, alumni and academic experts. This has led to the bifurcation of one of its existing courses into Editing. Students of the New Editing Course will undergo advanced rigorous modules in various aspects and principles of Editing the moving image including basic concepts, advanced techniques, tools, practicals, theoretical inputs, industrial visits, cultural & alumni re-inclination activities, projects and more. The course will be supported with Master Classes and Workshops by eminent visiting faculty including industry experts and creative professionals. The course will cover several areas including Cinema as an Art, Working on Editing Consoles & Software, Editing Techniques for various genres of programs, Working with Sound, Basics of VFX, Compositing, Grading, Mastering for Digital Cinema and more. The course will culminate in the final Diploma Film Project.



One Year Diploma in Sound Design



LV Prasad Film & TV Academy based on inputs as mentioned above has bifurcated one of its existing courses into Sound Design. Students get practically trained in industry standard suites on the principles and advanced elements of Sound. Students of Sound will undergo advanced rigorous modules in various aspects and principles of sound, sound recording, dubbing, live sound, sound mixing, outputs for different media, formats of sound and technological developments in the

sound domain. The course will be supported by eminent visiting faculty including Master Classes by industry experts and creative professionals. The course will cover several areas including Cinema as an Art, Working on Sound Mixing Consoles & Software, Sound Editing & Multitrack Recording, Live Sound Recording & Foley Recording, Music Recording and Song Balancing, 5.1 Surround Mixing, Dialogue Recording with Live Sound Recording and Creative use of Sound for Movies. The course will culminate in the final Diploma Film Project.

A Three Day workshop on Story Telling and Script Writing by Apurva Asrani



Mr. Apurva Asrani, a National Award winning filmmaker, film editor and screenwriter based in Mumbai was at LV Prasad Film & TV Academy as a guest faculty between 25th and 27th April 2018. He has a wide array of work in film, television and theatre to his credit. He is best known for editing films like Satya (1998), Shahid (2013) and CityLights (2014). He was also the story, screenplay and dialogue writer of the acclaimed drama Aligarh (2016).

Mr. Apurva Asrani gave a three day workshop for the II year Direction Students on Story Telling and Script Writing. On the first day he summarized his experience of editing and writing scripts in the format of a Master Class with screening of clips from films he was associated with. On the second day he screened the film “Aligarh” and later shared his secrets and process of writing a script. On the third day students pitched their ideas for their diploma films, each of which received feedback and suggestions from Mr. Apurva.

A Three Day Workshop on Mise-en-Scene by Prof. Samar Nakhate



From 27th to 29th of June 2018, Professor Samar Nakhate, former Dean and Professor of Film and Television Institute of India (FTII), Pune gave a three day workshop on “Mise-en-Scene” for the first year Direction and Cinematography students. On the first day he explained what is Mise-en-scene with the screening of clips from many films. On the Second day students pitched ideas for a three minute mise-en-scene for which Prof. Samar selected an idea and made a floor plan. Students were divided into two groups and on the third day, each group shot in the academy’s new set in two different ways. In the evening students’ shots were screened for his feedback. His mise-en-scene workshop has been a success every year. This is the fourth consecutive year Mr. Samar Nakhate has given this workshop at LV Prasad Film & TV Academy.

Anniversary of Prasad Group founder Shri. L.V.Prasad



Our Founder Mr.L.V.Prasad left us on 22nd June 1994. 24 years have passed and his legacy and vision continues to guide all of us at Prasad. Mr.Ramesh Prasad along with family members paid a floral tribute to Mr.L.V.Prasad's statue at L.V.Prasad Marg, Hyderabad and a Pooja was performed at Prasad Digital Film Labs, Hyderabad.

Short Term Courses at L.V.Prasad Film & TV Academy, Chennai

The Weekend courses 'Direction for Film & TV', 'Digital Cinematography' and 'Acting for Cinema' in Chennai campus concluded on a high note on 19th May 2018. Mr.Sankar Ramaiah, Retired Professor from New York Film School joined the team and gave the certificates to the successful students in a warm and informal function.



Fire Fighting Training



A training program on Fire Fighting was imparted to the employees of PRASADS on 15th April 2018. The program was conducted by Telangana State Disaster Response & Fire Service Department under the supervision of Mr. Vijay Kumar, DFO, Hyderabad with participation of more than 100 employees from customer service, housekeeping and maintenance.

Prasads - Hyderabad's Pride



- MLMF (My Life, Mere Faisle) is a programme aimed at providing leadership skills to adolescents from under-resourced communities who are at the risk of Early and Child Marriage. Mr. Andrew Fleming, the British Deputy High Commissioner and representatives from organisations like BVIC, American Consulate and SHADAN attended the program held at PRASADS on 17th May 2018. Participating children created awareness with banners and placards on the negative effects of Early and Child Marriage.
- Honda Xblade was displayed for promotional activities at PRASADS on 19th May 2018.
- Honda Motorcycles arranged a promotional display of their new model 'Activa 5G' at PRASADS on 20th April 2018.

Cinema Ritrovato Festival



The Cinema Ritrovato Festival was held between the 23rd June and 1st July 2018 in Bologna, Italy and is a major tribute to actors, directors and cinematographers of yesteryears. Animation, shorts, documentaries and features restored through Photochemical and Digital Restoration process from world renowned facilities were screened at this year's festival. A large number of Classic film fans, Archivists, Producers, Writers, Directors and Film School Students attended the festival. The pristinely restored classic "Enamorada" (1946) was presented by Martin Scorsese along with the wife of late George Harrison to a packed audience at the "Piazza Maggiore". It was a true marvel to see an old classic being brought to limelight. Mr. Suresh Babu, Deputy General Manager - International Sales attended this event on behalf of Prasad Corp.

Welcome to Prasad Group

D Sai Sravan, Associate - Fun Factory
G Anusha, Associate - Fun Factory
P Venkata Ramanamma, Associate - Fun Factory
R Nagamani, Associate - Fun Factory
K Tharun, Associate - Fun Factory
K Vigneswara Rao, Associate - Fun Factory
G Venkanna, Associate - Fun Factory
S Jyothi, Associate - Fun Factory
M Venkatesh, Associate - Fun Factory
I Venkatesh, Associate - Concessions
B Navya, Associate - Concessions
D Kiran Kumar Goud, Associate - Concessions
E Karunasree, Associate - Concessions
K Jhansi, Associate - Concessions
A Anil, Associate - Concessions
C Anil, Associate - Concessions
S Sai Kumar, Associate - Customer Care
I Vinay, Associate - Customer Care
G Sai Kiran, Associate - Customer Care
G Sathyam, Associate - Customer Care
Sk Munavvar Pasha, Electrician - Maintenance
B Ashok, Electrician - Maintenance

IDSFFK Participation



11th International Documentary and Short Film Festival of Kerala is a unique event being organized by the Kerala State Chalachitra Academy for the Department of Cultural Affairs, Govt of Kerala as part of its endeavor to catalyse a vibrant documentary and short film movement.

This year the following films made by students of L.V.Prasad Film & TV Academy have been selected for screening under various categories.

KATHA THEERUVOLAM directed by Abhilash Vijayan - Short Film Competition Section
ONNURANGI ENEETATHU POLE (Music Video) - Focus section
ORUKKAM - Campus Film Competition Section
DOR - Short Fiction Competition section

Cricket Tournament in Hyderabad



Prasad Corporation, Hyderabad conducted a Cricket Tournament. Four teams from Prasad - VFX, Restoration, Digital Film Lab and Multiplex clashed for the title. Multiplex won all the three league matches and qualified for the final match. The Final was held on 17th April 2018 between Multiplex and Restoration and Multiplex Team won the trophy. The Trophy was presented by Mr.Ramesh Prasad.

Blood Campaign



A Blood donation camp was held at PRASADS on 28th April 2018 organized by Ravi Helios Hospital. A General Health Checkup was conducted for all the employees at PRASADS which included Blood Pressure, Blood Group, Sugar and Dental checkups and tests.

DFT News

DFT at IBC 2018

NAB18 in Las Vegas has only just passed by and yet we are already making plans for the next big event – IBC in Amsterdam 14th -18th September 2018. We will be located in the same spot as last year, stand Number 7.D29. We will be presenting our latest technology, showcasing Scanity 4K HDR, Sondor Versa and some exciting new product announcements.



National Archives use dft Scanner in new Memphis Belle documentary

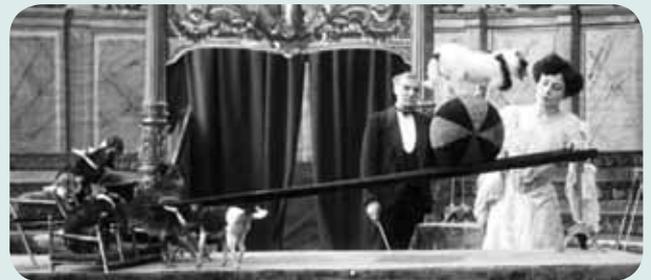


National Archives and Records Administration (NARA), Maryland, USA have recently partnered with Vulcan Productions and Creative Differences to digitally preserve the outtakes of William Wyler's 'Memphis Belle' and original footage from Berlin in 1945, for a new feature length documentary, 'The Cold Blue'. The original Kodachrome was scanned by NARA in 4K resolution using a dft film scanner. While the colour

of the original remains beautiful, the film has shrunk over time, requiring careful handling and slow scanning speeds to avoid damage. In total, it took 80 hours to scan the reels and generated over 80 TB of data. The Cold Blue uses the original footage, accounts of veterans to illustrate the complexity of the missions, highlight the camaraderie of the crew, show appreciation for the ground crews, to explore their thoughts on the events as they occurred and looking back seventy-five years later.

Haaghefilm restores early Mono-Perf material

On behalf of the Cinémathèque française, Mono Perf's short films have been digitized and digitally restored. These films, from the early days of the last century, were shot on mono perforated film stock. Thanks to the possibilities that Scanity offers to scan independent of the perforation with manual settings, 'Les Chiens Savants'(1907, Pathé Frères) and 'La Nouvelle Bonne'(1908 Pathé Frères) could be digitized quickly, to reduce the amount of post-processing required.



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