

# CONNECT

## Recent Projects



PRASAD CORP ANNOUNCES AGREEMENTS with  
technicolor





## Editor's Voice



As we welcome the New Year it gives me great pleasure to see the various partnerships and alliances that are now coming up at Prasad. Prasad Corp continues to extend its reach and establish its position as a leading and trusted provider of digitization, and related services all over the World.

In the educational front LVPA has extended itself to a completely revamped Class Rooms, Edit Lab and Library with modern amenities in the Lab Campus. This is besides the new fully air-conditioned Shooting Floor with LED Lighting Grid in the studio campus. At this juncture we have new Director of Academics stepping in to be part of our effort to take L.V.Prasad Film & TV Academy to the next level. LVPA is undergoing expansions and reorganization of its structure to achieve this goal. Several new short term courses are on the anvil for the ensuing months. Our admissions for the Academic year starting August 2019 are set to open and we are looking forward to a glorious year ahead.

S.Sivaraman - Editor

## Prasad Corp and Technicolor Postworks New York Announce Agreement



Prasad Corp is proud to announce a strategic partnership with Technicolor PostWorks, New York to provide a flagship Scanity HDR 4K film scanner to support 4K “scan once” workflow for film, SAN & LTO archiving, full-service film scanning and digital restoration services in 8mm, Super8, 16mm, 35mm, 65mm, 2K, and 4K for archival preservation purposes, film scanning and digital restoration services for classic independent films preparing for re-release.

Technicolor PostWorks, New York offers one complete solution for every post requirement, including data workflows, film imaging and restoration, non-linear editorial and UHD picture finishing, 4K digital intermediate, high-volume media encoding with global data connectivity, as well as comprehensive film and TV sound services on nine mix stages.

“Prasad is thrilled to establish a foothold in the East Coast to conveniently service the film and motion-image archive communities,” comments Tracy Balsz, Vice President at Prasad Corp.

“High-speed Scanity 4K scanning is a tremendous benefit to our clients shooting new film whose workflows demand single-touch dailies, as well as for archival projects seeking high resolution, stability and gentle film handling,” says Rob DeMartin COO/President of Technicolor PostWorks. “Having the opportunity to offer our New York clients Prasad’s vast restoration capabilities — without having their archival film leaving the zip code — is also a tremendous opportunity”.



## IFFI Goa 2018

L.V.Prasad Film & TV Academy participated in the 49th International Film Festival of India (IFFI 2018). The Booth at the INOX Multiplex and Maquinez Palace complex attracted a lot of visitors, film enthusiasts and students. L.V.Prasad Film & TV Academy was also part of the NFDC Film Bazaar 2018 at the Marriott Resort, where a host of high profile delegates and celebrities were present.



## Prasad at NFDC Film Bazaar

Prasad sponsored the Annual Awards for free post-production to three selected films and offered a 50% discount to all the films that had participated in this year's 'Work in Progress Lab' at the NFDC Film Bazaar 2018 held between 20th and 24th November at Marriot Resort. Prasad has been part of the event ever since its inception a decade ago. Prasad also had a booth at Film Bazaar attracting a steady flow of visitors seeking information on services.



The award winning films of the 'Work in Progress Lab' were:

1. Saurav Rai's directorial debut 'Nimtoh (Invitation)'
2. Jadab Mahanta's directorial debut 'Rukuni Koina (The Holy Bride)'
3. Kislay's directorial debut 'Ajeeb Budhee Aurat (Strange Old Lady)'



## Masterclass with R S Prasanna

R.S. Prasanna, an alumnus of L.V.Prasad Film & TV Academy, Chennai made his debut film “Kalyana Samayal Saadhana” in 2013. He directed the Hindi version of the same film “Shubh Mangal Saavdhan” in 2016. On 29th October 2018, “Shubh Mangal Saavdhan” was screened for LVPA students and on 30th October 2018, a Masterclass was organized in the conversation format with Mr. Sivakumar Mohanan, HOD, Direction. Prasanna credited the Academy for whatever he has achieved and discussed various points including importance of Crew formation, Collaboration and Networking.



## Media and Entertainment IT summit

Global technology brand, AMD got together with Animation Xpress and Indiantelevision.com to bring to the Indian M&E industry “The Media & Entertainment IT Summit”. The event sought to get insights into the state of information technology and tech in the Indian animation, VFX, gaming, broadcast and production spaces and the challenges that organization face with the rapid technological leapfrogs. Prasad was represented by Mohan Krishnan.



## Film Heritage Foundation is now a Knowledge Partner of LVPA



Film Heritage Foundation(FHF) in association with FIAF (The International Federation of Film Archives) has been conducting annual film preservation and restoration workshops in different cities around India. As a knowledge partner of the Academy the foundation brings their vast experience and knowledge to the students of LVPA. FHF will also be conducting knowledge sessions for the students.

## Cinestaan is now a Talent Development Partner of LVPA



Cinestaan are organizers of India's Storytellers Script Contest with Juries including Aamir Khan, Anjum Rajabali, Juhi Chaturvedi and Rajkumar Hirani. Films submitted by our students also get included in their Script Bank which is made available to leading production houses in India.

## Prasad Corp and Duart Media Services Announce Agreement



Prasad is proud to announce a strategic partnership with DuArt Digitization Center, a division of DuArt Media Services, New York City, to provide them with a Scanity HDR 4K Film Scanner to continue its work with filmmakers, and archivists who have relied on DuArt's revered care of film media for more than 95 years.

DuArt Digitization Center provides a "one-stop shop" of comprehensive asset management support and distribution services including Film Scanning Services in 4K and 2K for 8mm, Super 8, 16mm and 35mm, Full immersion Perc film cleaning, digitizing from video and audio tapes, color correction, video file conversions, UHD,

HD Blu-Ray and DVD authoring/replication, DCP creation & screening, LTO archiving, closed captioning & subtitles, and Aspera for secure file delivery.

"We are very excited about this major addition of the Scanity to the DuArt Digitization Center and the ability to provide a full array of services to the film archive community up and down the East Coast," comments Tracy Balsz, Vice President at Prasad Corp. "Ultimately, through this partnership Prasad will be able to offer its world class restoration services to the east coast film community."

"At DuArt we have always been at the forefront of film related technologies. By incorporating the DFT Scanity HDR 4K film scanner into our media management division we will be one of the few post production companies in the east coast that can meet the service demand for scanning both new and archive films with state-of-the-art equipment that offers unprecedented speed and versatility. At DuArt we always strive for the highest quality at the best value," remarks Linda Young, President of DuArt Media Services.

## L V Prasad Film & TV Academy expands its Campus at Chennai





## Prasads - Hyderabad's Pride



- Wonderla conducted a promotion campaign at PRASADS Mall between 12th and 14th October 2018.
- Honda launched its latest model X-Blade Bike at PRASADS on Nov 30th 2018.

## LVPA - Applications open now for Full Time Courses

**TWO YEARS POST GRADUATE DIPLOMAS**

**FILM DIRECTION  
CINEMATOGRAPHY**

**ONE YEAR DIPLOMAS**

**EDITING, SOUND DESIGN  
& MUSIC PRODUCTION**

**ACADEMIC YEAR  
STARTS FROM  
AUGUST 2019**

**WWW.PRASADACADEMY.COM | CONTACT : 88701 48484**

- 2 Years Full Time Post Graduate Diploma in Film Direction. Eligibility - Graduate in any Discipline
- 2 Years Full Time Post Graduate Diploma in Cinematography. Eligibility - Graduate in any Discipline
- 1 Year Full Time Diploma in Editing. Eligibility - Pass in +2 school examination or equivalent
- 1 Year Full Time Diploma in Sound Design. Eligibility - Pass in +2 school examination or equivalent
- 1 Year Full Time Diploma in Music Production. Eligibility - Pass in +2 school examination or equivalent

## Santanu Chatterjee joins LVPA as Director - Academics



Santanu Chatterjee is an award-winning filmmaker, who brings over 30 years of rich experience in Film Education to LVPA, having been associated with institutes including Minneapolis College, Minnesota, University of Malta and Syracuse University, New York.

Before joining LVPA as Director of Academics, Santanu Chatterjee taught in the Cinema Division at Minneapolis College (MCTC) in Minnesota, USA, for sixteen years. He was the founding head of the Directing program at MCTC. He moved to Minneapolis from Colorado where he supervised a video and multimedia training program for Colorado Department of Corrections inmates. Santanu has also taught film production and screenwriting at the University of Malta in Europe, and sound recording/design as a teaching assistant at Syracuse University in New York. Originally from Kolkata, India, Santanu moved to the USA in 1983 to study filmmaking. He has an MFA in film from Syracuse University, New York. Santanu's short film 'Rose From Concrete' won first place at the Jaro/Peachtree Village International Film Festival in 2018. His 2010 short film, 'It Does Not Die' won an Accolade Award. In 2015 Santanu received a Minnesota State Arts Board (MSAB) Cultural Community Partnership grant (in collaboration with Pangea World Theater in Minneapolis) to direct three experimental video pieces entitled: The Sufi Video Project. He has participated as a panelist on MSAB's Artist Initiative Grant, and the Minneapolis St. Paul International Film Festival's Minnesota-Made Feature Award. Santanu has also served as a director on the board of St. Paul Neighborhood Network, as a jury member on the University Film and Video Association's Carole Fielding Grant panel, and the 6th Grand Prix International Video Dance competition sponsored by UNESCO. He received several Teaching Excellence awards during his tenure at MCTC.

## Birthday Wishes

Prasad, Mumbai celebrated the birthdays of October, November and December born employees:

Rahul Tiwari	04-Oct-1990
Ashwini Dhodmal	06-Oct-1983
Mohd Nayeem	07-Oct-1985
Jayendra Gaikwad	12-Oct-1988
Kiran Kumar. K	12-Oct-1977
Gajanan Sawant	14-Oct-1971
Deepak Sakpal	14-Oct-1974
Dhiraj Mishra	22-Oct-1989
Ahmed Ali Khan	31-Oct-1991
Mukesh Udeg	04-Nov-1988
Dilip Chodankar	05-Nov-1976
Sandesh Salvi	05-Nov-1983
Pravin Raut	15-Nov-1988
Shantaram Bharati	20-Nov-1989
Pravin Katkar	24-Nov-1973
Sairam Sawant	25-Nov-1981
Vishal Shende	26-Nov-1995
Subhash D. Tijore	01-Dec-1961
Arjun Patwa	19-Dec-1990



## SHORT TERM COURSE Completion - Digital Film Making Bengaluru

The first batch of students from LVPA Bengaluru, Digital Film Making Course successfully completed their Training. Mr. Girish Kasaravalli was the chief guest and distributed the certificates along with the faculty Members.





## FIAT/IFTA World Conference 2018



The Archive's Renaissance: Navigating the Future, Channeling the Past was the theme of this year's conference held between 9 and 12 October 2018 at Venice, Italy. An annual professional meeting point as much as a friendly and welcoming learning and networking opportunity, FIAT/IFTA conferences provide the forum par excellence for all those involved in audiovisual and especially broadcaster's archives. Engineers, managers, strategists, catalogers, technicians, researchers, policy makers, consultants, service and materials providers from all over the globe gathered at the stunning Palazzo Labia and several neighboring locations to present, listen, discuss, exchange, negotiate and eventually pronounce a toast to the profession.

Prasad Corp was the Silver Sponsor at this event held at the Palazzo Labia in Venice. Prasad had a booth to provide information about its services to the focused group of visitors. Simon Clark presented an "Introduction to Prasad" during the conference.

## L V Prasad Film & TV Academy provides Outreach programs and Industrial visits

L V Prasad Film & TV Academy in its quest to provide knowledge to college students conducts free seminars and industrial visits. To schedule your program and visits for 2019 Contact enquiry@prasadacademy.com

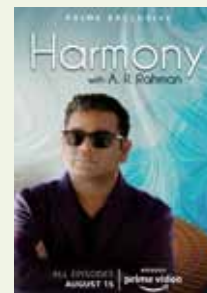


## LVPA - Alumni in Action



**Balaji Mohan**

Director - Maari 2



**Sachin Balachandiran**

Asst. Director - Harmony



**Dhanush Nayanar**

Asst. Director - Mikhael



**Devansh Katoch**

Asst. Director - Manmarziyaan



**Bahul Ramesh**

Cinematographer - O.P.160/18  
Kakshi : Amminippilla



**Vimallesh Kannan**

Asst. Director - Vijay's 63rd  
Movie

## On-Site Tape Digitization In Jordan

Prasad Corp has successfully completed an on-site tape digitization project for one of the largest private media companies based in Jordan. The project included digitization, color correction and auto restoration of various tapes amounting to a total of over 400 hours of content. The project was completed adhering to stringent specifications in a span of 3 months with all equipment and staff from India deployed at the client's premises in Jordan.



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