pioneers | trendsetters | leaders

prasad CORP | An Overview
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.

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

Photochemical Restoration
- 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

Digitization
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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

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

Global Reach
- 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

Highlights
- End to end service provider – Film & Tape
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Prasad Timeline
- 1956: Prasad Productions
- 1962: Prasad Studios
- 1976: Prasad Film Labs, Chennai
- 1980-85: Labs in other centers
- 1990: Prasad Video Digital
- 1996: EPX - Prasad Corp.
- 2000: Overseas Operations
- 2003: IMAX Theatre, Mumbai Lab
- 2005: L.V.Prasad Film & TV Academy, USA Operations
- 2006: Prasad Panavision
- 2009: Digital Film Restoration
- 2009: Digital Cinema Services
- 2010: 3D Movie Production Solutions
- 2011: 3D Digital Cinema
- 2011: 3D Digital Post
- 2012: Archiving, Asset Management, DFT Acquisition
- 2013: Managed Services around the World
- 2016: Sondor Acquisition

Broadcast Services
- Encoding
- Transcoding
- Video Error Corrections
- Content Packaging
- Compliance & Format Editorial
- Technical QC
- 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

FullCircle Technology
- 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

Archival Solutions
- Content Lifecycle Management
- Digital Archive Solutions
- Customized Workflow Solutions
- Scalable and Flexible Platform
- Substantial Productivity Gains
- Constant Repurpose of Content
Global Clientele

- 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

National Clientele

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