

animation

R E P O R T E R



Mumbai's furry romance

Ants that tell a psychological tale

Animating brick, mortar, steel

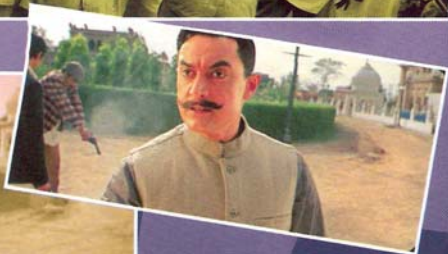
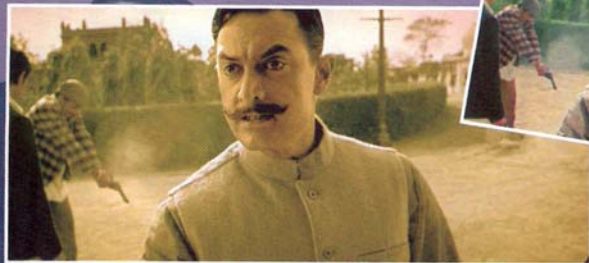
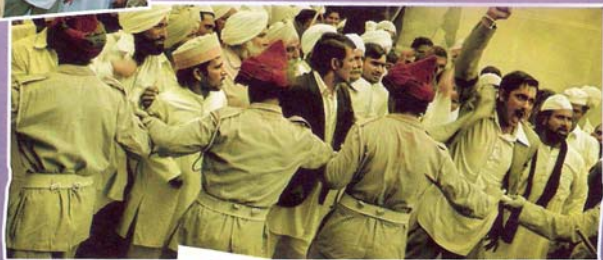
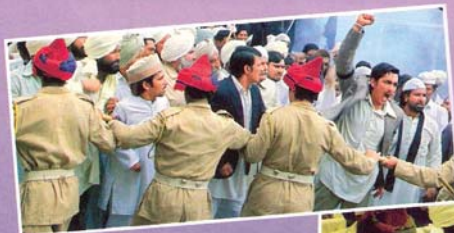
The Houdini Artist

Studio Profile: Prasad EFX





Prasad EFX



Please provide a background on the organization. When and how did the organization come into being?

Established in 1996, Prasad EFX reflects the digital face of the 50 year old Prasad Group, a pioneer in film production and post production. EFX specializes in Digital Imaging and all its related technologies and services. Headed by Sai Prasad (Grandson of the legendary film maker and Dada Saheb Phalke Awardee, L.V.Prasad) and Kavita Prasad, EFX provides specialized post production services for customers from around the world. With the best of equipment, people and technology EFX has established itself as a leader across all its service areas.

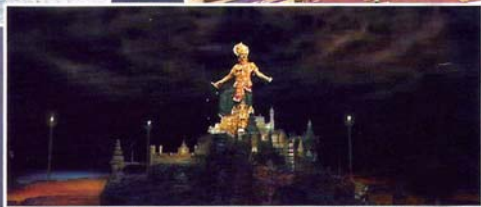
Since then EFX has surged ahead to establish facilities to provide Digital Intermediate services, HD Post Production Services film restoration and other high end digital services for the first time in India with equipment which are to be found only in the finest of facilities in the world.

Over the years EFX has established itself as a pioneer and leader in Digital Post Production. Added to this is the strength of the Prasad Group which is one of the largest post production service providers in Asia, with 6 film processing and printing labs, 17 audio studios, studio floors, film and digital editing suites, cameras, lights, accessories, rigs,

cranes, Pan vision equipment and a Pan India presence.

What are the different kinds of software used by your studio?

EFX works with a long list of renowned software in all spheres of its services. It has been a trendsetter in bringing the latest technologies to the country. Film Scanners, Recorders, DI suites, restoration suites, HD post, 2k projection for DI and various other services, technology and state-of-the-art equipment were all brought in by EFX for the first time to India. Other softwares used are Studio 3D Max, Maya, Combustion, and Shake.



What is the one skill or feature that you consider as your USP?

Our USP is high quality, best of technologies and service oriented approach.

Tell us about some of the projects done by Prasad EFX Studios?

EFX has worked with some of the finest films ever made in India including Krishi, Rang de Basanti, Khakee, Lakshya, Gandhi my Father, Thoda Pyaar Thoda Magic, Contract, Vivaah, Parineeta, 1920, Goal, Dhamaal to name a few and most of the regional films.

Describe some of the projects that are currently with Prasad EFX.

Drona amongst various Bombay film projects, several major regional language projects, overseas projects

Tell us about one project that you are really proud of?

Krishi. In Krishi, we have done very high end 3D modeling and animation including whole body scans. A lot of 3D models of cars, bikes, helicopter, birds and animals were created and animated to match live action footage. Fire sequences are always a challenge and we have used it to great effect in Krishi. Very complicated wire removals and compositing work were minutely executed. Also critical special effects that add intensity to images

and action shots. A whole futuristic set was designed and implemented by the team at Prasad EFX in 3D

This is a prestigious project for us at Prasad Group for it is unlike any other VFX feature film done out of India. We provided the DI, VFX and Film Lab services for Krishi. There is approximately 90 minutes of VFX in Krishi.

The VFX was very complicated and required lot of attention to details. The whole project is in the lines of a high end Hollywood VFX film. The involvement of Craig Mumma and Marc Kolbe (VFX Supervisors) increased the challenges to greater heights for every shot



since they are perfectionists. Moreover the movie has more than 1000 VFX shots! All this had to be done within deadlines satisfying everyone professionally, most importantly ourselves.

What are the services provided by EFX Prasad Studios?

The services provided are VFX, Digital Intermediate (DI), Digital Film Restoration, Tape to Film conversion (reverse telecine), Blu Ray compression and mastering, Digital Cinema, HD Post, Film Scanning and Recording and Telecine.

How big is the studio, what is the composition of your team?

EFX employs about 1000 people in its various service divisions. Each service division is headed by a highly experienced professional with project managers and teams below him. Added to this are the creative experts and domain experts.

What are some of the awards you have received or have been nominated for?



Mrs. Kavita Prasad receiving the National Award for best VFX in the movie 'KRRISH'



National award for best VFX received this year. Other awards details and Picture enclosed.

How is Prasad EFX different from other studios?

Prasad EFX is different as we have a very customer oriented approach to project management.

Why should an aspiring artist work for Prasad EFX?

Great HR values making it an ideal place to work, good projects and a powerful market presence.

