

Bollywood goes for international look with Autodesk Technology

Bangalore, March 2. (PTI): With the Indian film industry getting more and more technology-savvy, movies are going for the international 'look and feel' using 'Autodesk's Discreet Lustre system'.

Bollywood films like Kaal, Lakshaya, Black, The Rising and Chocolate are examples of those that have been shaped by the Discreet Luster System.

Autodesk's Discreet Lustre is employed as part of a Digital Intermediate (DI) process, in which the film is converted to high resolution digital files and then back to films.

Converting to a digital format gives film makers greater control over a film's colour manipulation and visual effects. Moreover using a DI process often increases production efficiency since shoots can be completed faster with 'lighting creative decision' and can be perfected in the Discreet Lustre system during post production.

"The digital intermediate process is gaining acceptance with Indian movie makers, as it provides them with greater control while enhancing creativity and reducing costs" according to Kavita Prasad, director EFX Labs, which has adopted the Discreet Lustre system said.

According to Ramesh Agarwal, Chairman of Raj Taru Studios, which has also adopted the system, "The digital intermediate process strengthens the film's ability to connect with its audience by augmenting the narrative, as well as making it more appropriate for international distribution".

Besides EFX and Raj Taru studios, Avitel Post Studios Limited, United Studios Limited and Spirit have also adopted the system.