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MOTION PICTURE BY SUBHASHI GHAI

# KISNA

THE WARRIOR POET



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Images courtesy of EFX-Magic

## India's EFX adds shine to Bollywood Films with Discreet® Lustre®

"We found Discreet Lustre to be superior to other systems, not just for digital intermediate color grading but also for other uses, such as dust busting and high-quality grain and noise reduction. The interface is user friendly and systems fit into our workflow easily and efficiently."

Sai Prasad  
CEO  
EFX-Magic

EFX-Magic

As far as commanding presences go, India's Prasad Group is one of the global production and post-production community's most prominent. In existence for more than half a century, Prasad Group is the largest post-production service provider in Asia, with six film processing laboratories, a digital film lab, an HD post facility, comprehensive visual effects, audio mixing and DVD authoring suites and a team of over 1200 employees.

Prasad Group's EFX division was established in 1996, attracting clients around India, Asia-Pacific and the Middle East for its cutting-edge feature film and commercial visual effects, HD post-production, film scanning and reverse telecine work. Since its inception, the studio has delivered stunning visual effects for more than 200 feature films, and converted over 25 digitally shot Indian and foreign language motion pictures to film.

### EFX Broadens Services With DI

Most recently, EFX sweetened its slate with full digital intermediate (DI) services, becoming an early adopter of the newest innovations in digital color grading, film recording and film restoration technology. At the heart of this streamlined workflow are two Lustre digital nonlinear color grading systems from Autodesk. These systems, together with the company's Discreet® Flame® high-end graphics suite, two Discreet® Smoke® real-time editing suites and Autodesk® 3ds Max® software, allow EFX to provide a digital pipeline that can accommodate client's needs for everything from 2D and 3D animation, compositing, digital opticals and high-end visual effects through to creation of a high-quality universal digital element, or DI.

EFX has already applied Lustre to complete digital intermediates for Indian hit movies including "Lakshya," "Sri Anjaneyam," "Dreaming Lhasa," "Hari Om" and "Kisna." EFX expects to use its Lustre systems heavily over the next year to digitally color an additional to digital intermediate projects for both effects-heavy and narrative-driven Indian features.

"Kisna" was shot by cinematographer Ashok Mehta and has garnered wide critical acclaim. Instrumental to the film's final look was the use of Lustre, which was key to the film's stylized color palette as the movie transitioned from the present (neutral hue), to the past (sepia-tinted), and towards the tense end of the film (blue).

Said Ken Metzker, colorist at Prasad EFX who worked on "Kisna", "Ashok Mehta is one of India's finest DPs, and helping him realize the film's vision through digital intermediate was incredibly satisfying. Lustre gave me the tools to take his images to the next level, which really heightened the story's emotion and moved the plot forward."

### Ahead-of-the-curve infrastructure

Seeking out ahead-of-the-curve advancements is a central part of EFX's mission, and the studio thrives on bringing the benefits of new processes to customers. Among its pioneering firsts, the company handled the tape-to-film conversion of India's first full-length HD feature project, a movie shot by P.C. Sheeram, and launched Asia's first high-definition center in Mumbai. By staying on top of the key digital intermediate systems and software, EFX is staying on par with the new global standards in post-production and visual effects processes as well.

At EFX Scanning can be done at SD, HD, 2K and 4K resolutions. A Cintel DSX machine also to provide high-quality input for feature filmmakers, ad producers and post-production houses. Film-outs are done using the same top-flight systems used in Hollywood: ARRILASER or Celco film recorders.

In selecting Lustre as its DI color grading solution, EFX considered the industry-proven performance, efficiency and unprecedented creative benefits of the system, as well as Prasad Group's long history in choosing and using Discreet systems products.

"Our digital film lab, the first of its kind in Asia, offers a complete digital route for feature films and advertising commercials. Our digital process using Lustre opens up new flexibility and creative advantages to the clients of EFX and Prasad Group for finishing and mastering their films," said COO Kavita Prasad. "Color and effects modifications can be applied more easily, and dust and scratches can be removed effortlessly without further handling of the negative."

Prasad Group boasts the largest integrated network of post-production facilities in Asia, encompassing six film processing facilities, 16 audio recording and mixing, Asia's first digital film lab and Asia's first fully equipped HD post-production facility. Over 10,000 feature films and countless number of documentaries, short films and advertising commercials have been post produced by Prasad Group. EFX and Prasad continue to make major milestones with this year's opening of Prasad's DI Group in Los Angeles, a division that will extend the companies' DI savvy to the American features market.

For more information about EFX-Magic, please visit [www.efxmagic.com](http://www.efxmagic.com).