

# ASIA image

The magazine for creatives in broadcast, production and post production

September '05

INDIA'S LARGEST VISUAL POST HOUSE



**PRIME FOCUS**  
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GROWN FAST. growing faster...

# Leading Asian Post Facilities 2005

Prasad EFX's state-of-the-art facilities.



## Prasad EFX, India

Tel: 91 44 2376 4432  
(Chennai), 91 22 2825  
9621 (Mumbai)

Website:  
www.efxmagic.com

### Management team: CEO:

Sai Prasad; COO: Kavita Prasad; head – corporate communications: Mohan Krishnan

**Creative team:** Chief colourist: Ken Metzker; colourist: Gus Diaz; creative head: Prasad Sutar

**Contact:** Sales (info@efxmagic.com) or corporate communications (corpcom@prasadgroup.org)

**Services offered:** DI, HD post, tape to film, VFX, film restoration, film scanning, film recording, and lab services.

**Our clients are mostly from:** India, Asia Pacific, Middle East, North Africa. We have sales offices in Singapore and Dubai to reach all our markets. In India, we have offices in Chennai, Mumbai, Hyderabad, Bangalore, New Delhi, Trivandrum, Bhuvanewar, and Kolkata. We also have a facility for DI in Los Angeles.



**What has changed in the last year:** Focus on DI for feature films. We have added more project managers and client servicing personnel. We have strengthened our HR initiatives and communication strategies.

**Greatest challenge this past 12 months?** Educating clients on the advantages and benefits of DI.

**Greatest challenge in the coming year?** Consolidating our presence in the US.

**Recent awards:** The Prasad Group won the National Award for Best Film Lab, and was given a special award by Yash Raj Films for its contribution towards the 500 weeks of continuous run of *Dilwale Dulhaniya Le Jayenge*. Films

post produced at Prasad EFX, namely *Dreaming Lhasa* and *Cages*, have also won accolades.

### Recent jobs we're especially proud of:

Muktha Arts' feature *Kisna* was post produced in DI to produce spectacular images and visuals. In *Kisna*, DI technology was used to great advantage by the cinematographer Ashok Mehta and Ken Metzker, colourist at Prasad EFX. Ashok was thrilled at the possibilities of DI as he got the exact feel he had in mind through the colour grading. He credits Ken for 'going out of his way to do many small but important aspects that heightened the final look'.

### Finally, James Bond, Austin Powers, The Matrix's Neo, or Indiana Jones... your facility is... Indiana Jones.

Answers provided by: Mohan Krishnan, head – corporate communications.

## Roadrunner, Philippines

Tel: 63 2 812 5851

Website: www.roadrunner.com.ph

**Management team:** Managing director: Arnedo Lucas; assistant managing director: Rick Hawthorne

**Creative team:** George Buencamino, Joel Medina, Richard Francia, James Ecito, Graham Roberts

**Contact:** Ingque Marcelo (ingquevm@roadrunner.com.ph; 63 2 812 5851)

**Services offered:** SD and DI at HD resolution post production; motion design; film processing; 3D animation; feature film editing; film recording; kines up to feature length; music and soundtrack, dialogue replacement; voice (English language) talent casting; Dolby SR and digital mixing; mastering and optical sound recording; web design; e-brochure; CD and DVD authoring/mastering.

### Our clients are mostly from:

Local ad agencies, commercial production houses, feature film producers, Australian independent filmmakers, Middle Eastern companies.

### What has changed in the last year:

We've added DI in HD resolution as well as a collaborative, concurrent, and expert-based workflow allowing for speed, creativity, and cost objectives to be all achieved. All equipment for post including that of audio are networked together. Colour correction is done at the end of the editing and composition processes, being maintained in context thereby ensuring accuracy and speed.

**Greatest challenge this past 12 months?** Introducing DI on HD, and our workflow, to a market that is used to doing things traditionally.

### Greatest challenge in the coming year?

Getting our ISO9001 certification and improving our score in the Baldrige Quality Criteria. Plus locking up our new clients abroad and offering new services to them.

**Recent awards:** Awards in the Metro Manila Film Festival 2004 for Best Editing, Best Sound, Best Visual Effects; Star Awards 2004 for Best Editing, Sound Engineer; and Film Critics 2004 – Best Editing, Best Sound.

### Recent jobs we're especially proud of:

A-45 second commercial for Oxygen clothing brand entitled *Underground*. The concept created by agency TBWA/Santiago Mangada and Puno was to set the clothing manufacturer within

the funkiest setting – an underground underwater club. To establish the proper mood, director Franco Marinelli wanted everything to be in turquoise blue and variations of cyanic green. A 'water' scene is a composite of live tank photography, miniatures for the palace backgrounds and 'dry for wet' live action. During compositing bubbles were added and a particle plug-in was used to provide a level of murkiness to the water.

**Finally, James Bond, Austin Powers, The Matrix's Neo, or Indiana Jones... your facility is...** We are inspired by *Star Trek* and *Star Wars*. We have the spirit of the Enterprise – to boldly go where no one has ever gone before. And with *Star Wars*, we feel a little Skywalker – a rebel guided by the values of a Jedi Knight.

Answers provided by: Arnedo Lucas, MD.

## Shockpost, Philippines

Tel: 63 2 894 0491, 63 2  
894 0493

Website:  
www.shockpost.com

### Management team:

Managing director: Frank Velarde; chief creative & operating officer: Pedring Lopez; senior producer: Paolo Morato

**Creative team:** Senior editor/colourist: Kiko Po; senior editor: Kokoy Calonge; editor: Eric Oviedo; AE artist/compositor: Armand Quimpo; AE & Combustion artists/compositor: RC Pascua

**Contact:** Frank Velarde (frank@shockpost.com) or Paolo Morato (paolo@shockpost.com; 63 920 907 1748)

**Services offered:** HD online, colour grading, visual effects, and design.

**Our clients are most from:** Most of our work comes from the local advertising industry. We have been getting jobs from the bigger production houses this year. In addition, we had two regional projects recently and are quite optimistic about servicing more clients abroad.

**What has changed in the last year:** A lot has changed in our facility in the past year. With the significant upsurge of high value TVC work, we shifted our focus from broadcast design to more TV commercials. With a scheduled renovation on the works this November, we plan to add one more online suite to accommodate more projects. We also recently installed Silicon Color's flagship colour grading software Final Touch with Tangent control hardware. With the new acquisition and our own Panasonic Varicam HD camera, we now

*Underground* TVC for clothing brand Oxygen from Roadrunner.

