



## Recent Blockbusters filmed in



Recent blockbusters Love Aaj Kal starring Saif Ali Khan and Deepika Padukone and Kaminey starring Shahid Kapoor and Priyanka Chopra has been shot using Panavision Cameras, provided by Prasad Group. Panavision Cameras have been used for filming Madhur Bhandarkar's Fashion, Jab We Met, Ajay Devgan's U Me Aur Hum and many more. Panavision Cameras are being used by leading productions in India for their feature films including The Falling, Teen Patti, Toonpur Ka Super Hero and Awasthi. Prasad Group is launching the Panavision Camera's in Chennai to cater to the South Indian Film industry on the 5th & 6th of September 2009.



In the recent past film makers in India have been opting for the Panavision range of cameras for the superior optical quality and the unmatched technical excellence that can be achieved only by Panavision. Cinematographers who have worked with the Panavision Cameras have been passionate about them and swear by the Panavision range. Founded in 1954, Panavision Inc. is a leading designer and manufacturer of high-precision camera systems, comprising of film and digital cameras, lenses and accessories for the motion picture and television industries. Over the years, Panavision has garnered acclaim for its products from the Academy of Motion Picture Arts and Sciences with three Oscars®, and 23 other Academy Awards® granted for Scientific and Technical Achievement. Panavision Range of cameras is made available in India exclusively through Prasad Group, a pioneer in providing the best facilities for production and post production.



Jack Conroy shoots "Monopoly - The Game of Money"



Mike Downie shoots "The World Unseen"



Martin Grossup in the making of "Awasthi"

### UPCOMING PROJECTS

- |                                    |                   |                             |                      |
|------------------------------------|-------------------|-----------------------------|----------------------|
| > Walt Disney - Highlight Pictures | Zokkoman          | > Serendipity Films         | Teen Patti           |
| > Amir Khan Productions            | The Falling       | > WSG Pictures              | Awasthi              |
| > Married Print Films              | Pappu Can't Dance | > Big Screen Entertainments | Toonpur Ka SuperHero |



## “Panavision is my First Preference”

### Nataraja Subramaniam, Cinematographer Love Aaj Kal

The recent release ‘Love Aaj Kal’ was shot with Prasad Panavision’s Millennium XL Cameras and Lenses wonderfully bringing out the superior quality of the optics. Cinematographer N.Nataraja Subramanian, was on a telephone interview with us.

#### How did you get exposed to the World of Panavision?

Lot of foreign films are shot in Panavision. 10 – 15 years back it was a dream to work in

Panavision. You see any great film; it would have been shot in Panavision. Eventually thanks to Prasad Group, Panavision came to India. It is a user friendly camera and every DoP’s first and foremost preference goes to Panavision. The camera is very comfortable in terms of usage, strength, lenses and the image quality is really interesting. You can see it in both my films – Jab we Met and Love Aaj Kal, both shot on Panavision Primo Lenses.

#### Any incident you recollect while shooting Love Aaj Kal especially outdoors, where lenses helped you to innovate.

Every day was an incident. You see the film and you understand the way the treatment was in London and the way it was in US and then in India. You can see three different textures happening there.

#### For the future will you be having Panavision in mind...?

Yes. If I find another interesting script, like you know, one kind of soft mood, I will do it in Panavision. If a hard kind of mood comes on, that also I will do it in Panavision!

#### What was the experience working with Prasad Panavision’s Camera Crew?

It was very nice. The camera crew should work according to the taste of the Cameraman. I want everything faster as time is money for the production. The Prasad Panavision team was great in that way and understood these important things.

#### What do you have to say about Prasad Group in general?

They are superb. They have come out with experiments, with all the new equipments, they are having a hi-tech lab, they have got all the facilities and they work hard. They are one of the top lab and post production facilities available. The experience was Superb, Fantastic and Mind Blowing as always.



Cinematographer Natty with the Panavision Camera, Producer Dino V. looks on



Love Aaj Kal Camera Team with unit members of Illuminati Films in London

### Mahesh Limaye, Cinematographer of ‘Fashion’

“Really enjoyed working with Panavision cameras on fashion. That’s my first film on Panavision. I did the test before the film and tried different things. I lit the characters in different lighting setups just to see the lenses. When we saw the result I was really impressed because I got the blacks the way I wanted in different contrast lighting setups and there was no shift in terms of colors and blacks on all lenses. The primo lenses are very sharp. The beauty of Panavision cameras lie in their integrated design. The balancing of Panavision on steady cam is so great that my steady cam operator was really impressed. With Panavision cameras - you can thread the magazine from both sides, like top and back, which works in so many different conditions. I love to do handheld cam a lot; so first you think of the weight of the cam but I think it really works because I find it really smooth and I like the grip you get on handheld. The Panavision camera accessories are so well designed; the video assist is really sharp. You get to see every detail on video assist; which really works for directors to do minute detailing work. So for me it was a pleasure working with Panavision on FASHION. The entire team of Camera attendants is really well trained.”

### Keshav Prakash, Cinematographer of ‘Zokkoman’ shares his experience

“My experience of having used Panavision for Disney’s first live action film in India was extremely good, the experience is not limited to the wonderful lenses or cameras that functioned well but it was the availability of accessories and extra magazines, back-up camera, camera check by the rental house etc. that made the difference. It’s the first time in India that I received a service that is on par with International standards. Continue to improve this and set a benchmark for others to follow. Wishing you the very best in South India, I am sure the Panavision Camera system will be well received there also.”

## INDIA - Product Range



MILLENNIUM XL

The camera can be converted from hand held to Steadicam to studio mode within seconds with no tools required. Using the included video viewfinder provides additional options while in hand held mode. Separate drive motors for the movement and shutter simplify timing adjustments for those "special effect streak shots". The Millennium movement is very quiet, steady and virtually maintenance free.



PLATINUM

The Panaflex Platinum camera, Crystal controlled 4 - 40 fps forward and reverse in 1/10 frame increments, variable in-shot focal plane shutter 50 - 200 degrees, full-fitting dual registration pins. High performance color corrected viewfinders. For both studio and hand held use.



GOLDEN PANAFLEX GII

The Golden Panaflex G-II camera, Crystal controlled at 24, 25 and 29.97 fps, variable speed from 4-35 fps, variable in-shot focal plane shutter 50-200 degrees, full fitting dual registration pins. The GII features a modified viewfinder system that is significantly brighter, both wide open and stopped down. For both studio and hand held use.

NOSTALGIA - Unfolded in Pictures, Launch in Mumbai

The Launch of Panavision Cameras in Chennai is an exciting phase in South Indian Cinema. It also brings to mind the nostalgia of the Panavision Launch in Mumbai in 2006. On the 31<sup>st</sup> October 2006, Mr. Yash Chopra had raised the curtains. Panavision Australia MD Mr. Martin Cayzer and Prasad Group MD Mr. Ramesh Prasad announced the launch of the Panavision range of cameras in the presence of a large audience of well-known film personalities. On this grand occasion, Mr. Ramesh Prasad said - *"Panavision's equipments are the most desired by cinematographers worldwide. Panavision are the providers of the very best in image acquisition systems available anywhere in the world. Some time back Panavision identified India as an important market and started identifying a company with similar values and cultural identity to partner with. We are very proud to have been recognized by them as a company meeting their expectations and today we have Panavision India in association with Prasad Group"*. Panavision Australia MD Mr. Martin Cayzer expressed his excitement, saying, *"India is one of the world's busiest and most critically acclaimed film industries. For many years Panavision was searching for a company that could successfully represent us here. So with great excitement we announce that one of the most respected companies in the Indian film industry - Prasad Group, has now become the exclusive distributor for Panavision in India. It's been a long process as Panavision chooses its agents very carefully and hopes to have a very long relationship with them"*.



Mr. Rajkumar Barjatya of Rajshri Productions with Mr. J. Naidu



Mr. J. Naidu with Mr. Manmohan Shetty



Mr. Ramesh Prasad engrossed in discussion with Mr. Ashok Mehta



Mr. J. Naidu, Mr. Rakesh Mehra & Mr. Martin Cayzer in discussion



Mr. Anil Mehta - DOP of 'LAGAAN' in discussion with Mr. Ramesh Prasad and Mr. Martin Cayzer



Mr. Ramesh Prasad in conversation with Mr. Jehangir Chowdhary



From L to R:  
Mr. J. Naidu, Mr. Ramesh Prasad,  
Mr. Yash Chopra, Mr. Feroz Abbas Khan



Meeting point for two great film makers,  
Mr. Yash Chopra with Mr. Rakesh Om  
Prakash Mehra



Having a good time - Mr. J. Naidu,  
Mr. Ramesh Prasad, Mr. Ashok Mehta &  
Mr. Martin Cayzer



Mr. J. Naidu & Mr. Ramesh Prasad with  
film maker, Mr. N. Chandra



Mr. Martin Cayzer addressing the film  
fraternity in India



Mr. Martin Cayzer shares his knowledge  
with Mr. Yash Chopra



Mr. Martin Cayzer addressing the film  
personalities



Panavision In House Technician Mr. Clive  
Teare kept busy all throughout



Mr. Matthew Boyd and Mr. N. Chandra.  
Their project "Yeh Hai India" was later shot  
on Panavision Camera



Mr. Ramesh Prasad, Mr. Ashok Mehta,  
Mr. Rakesh Om Prakash Mehra and  
Ms. Priya Seth enjoying a happy moment

## Aseem Bajaj - Director of Photography

"All great films are a resolution of a conflict between darkness and light." Having such transparency of visuals on his mind he has established himself on the global map of film making as a noted Director of Photography and one wonders when exactly Aseem Bajaj had the realization that Cinema is his world. As we traced back we realized his inspiration dates back to his childhood as he narrates – "Chasing the airplane shadows in the vast fields of my village and cried for never being able to catch it, that's probably where the game of light and shadow began in my life in my beautiful little village, where everyday earth met the sky. By the time I was nine I knew I had to be in films so here I am chasing my dreams now and they run rather faster than those airplane shadows of yesteryears." And he started writing stories with light and darkness, motion and colors. He chose a language with its own vocabulary and unlimited possibilities for expressing our inner thoughts and feelings. Aseem found the best weapon for his expressions – the Panavision Cameras. He started with Asha Bhonsle & Urmila Matondkar's Music Video then used Panavision Cameras for Ajay Devgan's home production and first directorial feature - U, Me Aur Hum and recently completed shooting of Amitabh Bachchan starrer "Teen Patti" on Panavision again. In his view the lighting he does is not realistic. Realism doesn't interest him. He strives for an unrealistic approach. It's very important to him. We are sure that Panavision Cameras and Lenses have given him what he has been striving for. The visuals shot by Aseem tell us the story about his passion for Panavision Cameras.



## KAMINEY - SUCCESS PARTY



J.Naidu, Business Head,  
Prasad Film Labs, Mumbai  
with  
Priyanka Chopra, Shahid Kapoor &  
Vishal Bharadwaj

Just in its first weekend, "Kaminey" brought in over 33 crores (approximately, 672,548.67 USD) in the worldwide box office, the film is considered the second biggest opening of the year and doing so well that there had to be a celebration for it, of course. The cast and crew of "Kaminey," in a party at the Vie Lounge in Mumbai.



Saif Ali Khan with Millennium XL



Intiaz Ali checks the frame



Sachin sees through Panavision Cameras



Binod Pradhan seen with Panavision



"A" Company - Mr. "A"seem Bajaj and Mr. "A"jay Devgan on Panavision Cameras while shooting for U, Me Aur Hum



Robert D. Yeoman shoots for Hollywood Feature "The Darjeeling Ltd."; Mr. Wes Anderson seems to have a suggestion.



Amir Khan casts a satisfied look on the sets of his home production "The Falling" being shot on Panavision Camera



Nirmal Jani in making of Toonpur Ka Super Hero



Kiran Deohans conducted a camera workshop at Film & Television Institute of India - Pune



Prasanna Jain conducted a Camera Workshop at Whistling Woods, Mumbai



Naseeruddin Shah in front of Panavision Camera as he shoots for "Pappu Can't Dance"



Panavision Cameras displayed at Broadcast India 2007



## PRASAD PANAVISION

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