

magic in

Digital Post Production

motion





Digital Imaging

solutions for the new age

EFX, a division of Prasad Corporation Ltd, a leader in digital post production offers the entire range of digital services including VFX, Digital Intermediate, Digital Film Restoration, Film Archiving, Tape to Film Conversion, BluRay Compression & Authoring, Re-mastering Services, Digital Asset Management and Digital Cinema Services. EFX's creative, technical and quality control teams are highly trained and have been providing wonderful customer experiences to a wide section of clients from around the world including several critically acclaimed film makers and motion picture studios. Our highly motivated staff are encouraged to explore, learn and voice new ideas amidst an atmosphere of comradeship and healthy competition.

Set in a sprawling vintage film studio our digital post facilities are equipped with the latest technologies and the constantly evolving best practices drive our operations successfully year after year. Our Technology Engineering Division is tuned to

the most recent developments and evolving future trends in the digital imaging world, ensuring our customers get the best products and services. Our Kodak Imagecare certified integrated film processing lab is one of the most reputed in this part of the world, having won the National Award (India) for the Best Film Lab 17 times. The projects served by us include Academy Award winners, Golden Globe award winners and several other National and International award winners.

EFX is a member of the 50 year old Prasad Group. Founded in 1956, Prasad Group is India's largest provider of integrated post production services catering to every area involved in the film, video post production process and outdoor equipment including Panavision Cameras. The Group has major production facilities and offices in India (Chennai, Mumbai, Hyderabad, Bangalore, Trivandrum, Bhuvanewar, New Delhi, Kolkatta), Singapore, Dubai and Hollywood.

Digital Film Restoration

Digital Asset Management

Visual Effects

Tape to Film

Digital Intermediate

BluRay



Prasad Corporation Ltd

28, Arunachalam Road, Saligramam, Chennai - 600 093, India
Ph : +91 44 23764432 / 23764434, Fax : + 91 44 23764395

www.efxmagic.com