

World Class 3D and 2D Digital Cinema Solutions

Unmatched
Quality in
E-Cinema

3D E-Cinema
D-Cinema

PXD

Latest
Technology

Flexible
Payment
Options

Fastest Growing
Digital Cinema
Network

www.pxdnet.com



Prasad Group was established in 1956 by the legendary film maker Mr. L.V.Prasad and is today a leader in film post production in India. Over the years Prasad Group has received many Awards for excellence and has serviced countless projects including Academy Award Winners, Golden Globe Award Winners and several other National and International Award winners. In recent times Digital Cinema has become the standard world over for film exhibition and the need for secure methods of content delivery and exhibition have become a critical factor. In its quest to provide its valued customers the best of products and services, Prasad Group have launched PXD (Prasad Xtreme Digital Cinema Network), a digital cinema solution developed on three pillars - Quality, Security and Accountability.



TRUST AND DEPENDABILITY



Over the years Prasad Group has built a towering reputation in the film industry with its commitment to quality, service and trust. PXD incorporates some of the best technologies, equipment and software to bring you one of the finest Digital Cinema Solutions, in par with global standards.

PXD Cinema Network is powered by Prasad's 55 years of unparalleled expertise and experience in film making, post production and digital technologies. As one of the most renowned companies in the Indian Film Industry, Prasad Group have been the trusted custodians and managers of the interests of producers, distributors and exhibitors alike. Keeping in mind the long term and short term interests of film makers and copyright owners, PXD Cinema Network's business model is based on transparency and accountability.

ULTIMATE QUALITY

Prasad Group has tied up with the World's best Digital Cinema technology providers, including Panavision 3D and Barco to name a few. PXD provides you the World's best digital cinema experience by using Wavelet technology to encode the data. This delivers ultimate image quality through an image format used by Hollywood Studios for Digital Cinema which is far superior to all MPEG formats currently used in India. PXD projects images in Full HD Resolution (1920 x 1080p) ensuring unparalleled picture quality. The Color Space used by PXD is also one of the best suited providing images that are richer, smoother and accurate, rivaling celluloid film quality.



ULTIMATE SECURITY

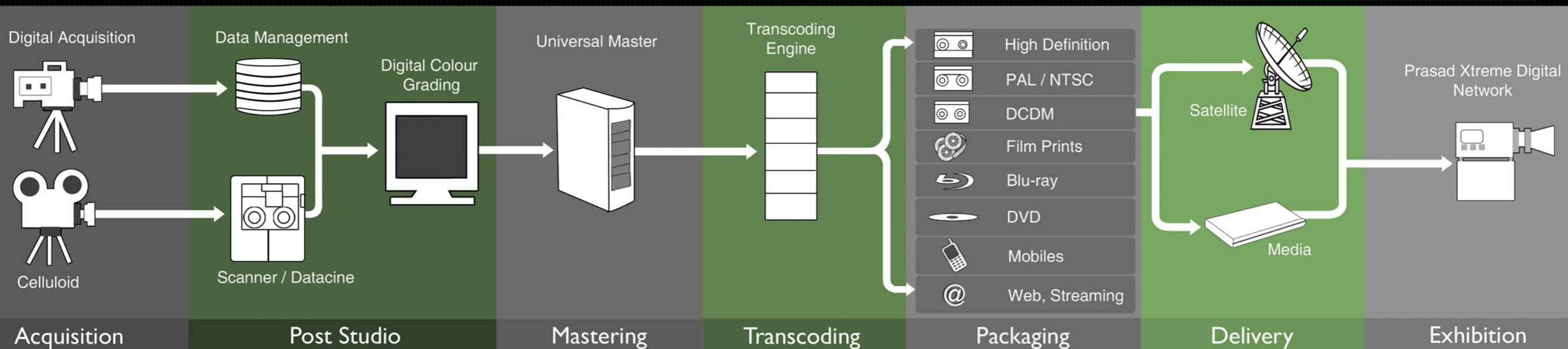
PXD Digital Prints are made at Prasad Film Laboratories (PFL), the most trusted name in the Indian post production industry for over three decades. PFL has received the National Award for Best Film Lab 18 times. PFL has been providing forensic watermarking for film prints on a custom basis for a long time now and coupled with the excellent security system and measures in place, has won the trust of film makers around the World. PXD Cinema Network takes this further ahead by providing digital print security of the highest level, compliant with global standards across all areas of its operations - right from content inflow to the theatres.

ENCRYPTION LEVEL SECURITY	TRANSIT LEVEL SECURITY	THEATER LEVEL SECURITY
AES 128 bit encryption	Totally inaccessible data/content, ensures against loss or tampering	Server & Projector locked through the all new and exclusive "Whitelisting" Technology
i-Cinema, proprietary software, provides highest level security after encryption	Secure transit process	High speed Bandwidth Digital Content Protection (HDCP) to prevent copying of Digital Audio and Video content
i-Key - totally secure decryption key		Water Marks (Visible / Random) on all digital prints, enables accurate identification of malpractice location
		Log, provides day, date, period information to detect malpractice
		PXD Servers cannot play non - i cinema content

PXD - BENEFITS FOR ALL

BENEFITS	PRODUCER & DISTRIBUTOR	EXHIBITOR	AUDIENCE
Cost Savings	Nominal one-time investment for Digital Prints. Easy to extend to further screens without time delay	No Investment except a minimum amount for the screen, if desired	No increase in ticket cost. Better quality and clarity of content
Wider Release for Film	Timely release in all centers - protects film from piracy and adverse publicity	Increased Box Office potential	Audience across more centers can view films on the first release date
Curb on Piracy	Digital encoding and encryption restricts piracy	More audience visit theatres to view films. More shows in Multiplexes from single digital prints, hence more savings	Ensures good quality and clarity of content. Enhanced movie experience in theatre

DIGITAL CINEMA SERVICES WORK FLOW



RELIABILITY & EASE OF USE



The technology and high end equipment that drive PXD have been proven worldwide in diverse markets and operating conditions. The theater level user interface is simple and designed to be highly user friendly. A technical support and service hotline is being set up to provide service support to theaters with a team of highly trained professionals.

PRASAD GROUP

Prasad Group is a pioneer in the field of digital post production, having introduced most of the digital post services in India. Prasad Group's services cater to every area involved in Film & Video Post Production, Equipment Rentals, DVD Authoring, Blu-Ray Compression & Authoring, Digital Cinema, Digital Film Restoration & Stereoscopic Conversion. The Group has major production facilities and offices in India (Chennai, Mumbai, Hyderabad, Bangalore, Trivandrum, Bhubaneswar, New Delhi, Kolkatta), Singapore, and Hollywood. Prasad operates one of India's best multiplexes in Hyderabad, which include an IMAX Theatre, 5 screens with digital projection, shopping mall, food court, restaurants and entertainment zones.

Chennai

58, Arunachalam Road
Saligramam, Chennai - 600093
Tel : +91 44 23761174 / 1175
Fax : +91 44 23761551

Mumbai

Plot Nos.99/100, Road No.16
MIDC Industrial Area, Marol
Andheri(East), Mumbai - 400 093
Tel : 022-28259623 - 27
Fax : 022-28259621

Hyderabad

L.V.Prasad Maarg, Banjara Hills
Hyderabad - 500 034
Tel : 040-23608014
Dir : 040-23607604
Fax : 040-23548583

Kochi

CC 41/961, Palleppady Road
Ernakulam, Kochi - 682 018
Tel : 0484 4038222
Fax : 0484 4038333

Thiruvananthapuram

KINFRA Film & Video Park, Kazhakkuttom
Thiruvananthapuram - 695 585
Tel : 0471-2414117 / 2413320 / 21

Bhubaneswar

Ghatikia Nandan Kanan Road
Bhubaneswar - 751 003
Tel : 0674-2386316
Fax : 0674-2386079

Kolkatta

110 Lake Terrace, Ground Floor
Kolkatta - 700 029
Telefax: 033 - 24656176

Bangalore

77, Industrial Suburb, Second Stage
Bangalore Tumkur Road, Bangalore - 560 022
Tel : 080-23379916 / 23379926
Fax : 080-23377311



PRASAD XTREME DIGITAL CINEMA NETWORK

www.pxdnet.com

E-mail: corpcom@prasadgroup.org