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Prasad Group's complete 3D movie production solutions launched in India

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BY ANIMATIONXPRESS.COM TEAM

Prasad Group, a pioneer in post production services and having introduced the latest cameras and specialized outdoor equipment in India, launched the first ever 'Complete 3D Movie Production Solution' in India on Friday, 11th June, 2010.



Sai Prasad, Director-Prasad Group, Marco Willis of 3DCC, Manmohan Shetty and Ramesh Prasad, MD-Prasad Group at the launch

This is an end-to-end service solution for all aspects related to the production, post-production and delivery of 3D content for cinemas and other media. Prasad Group has tied up with Toronto based 3DCC (3D Camera Company), who have been in this domain for many years now and have provided cutting edge solutions for several feature films, ad commercials and documentaries.

Many projects including Saw 3D (feature film), 'How it's made' for Discovery Channel, Human Flight 3D (feature), Tahiti Wave (IMAX feature) and Rush 3D (Band Music Video) have used 3DCC equipment in recent times to transport the audience into the fascinating world of 3D and Live 3D.

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Prasad plans to offer this service to several projects simultaneously and is currently in discussion with major production houses in India. Director Vikram Bhatt's next project is all set to be shot with this 3D equipment. Prasad Group and 3DCC conducted a full day workshop on the technical and operational

aspects of the 3D system in Mumbai for a group of Cinematographers and Cine Camera Technicians with. The faculty included technicians with international experience on Stereoscopy from Toronto, Canada.

3DCC develops specialized stereoscopic (3D) image capture equipment for the motion picture entertainment industry. One of the systems is a device to complement large format and feature dramatic narrative films as a 3D action camera. It is smaller and lighter than any other comparable 3D system and has the highest quality optics available in the world. Another system is a high resolution digital stereoscopic system for high quality, efficient production, economical use and streamlined post-production workflow. This is a next generation revolutionary camera.

The 3D Camera Company (3DCC) is a partnership between William (Bill) White, William Reeve and Lacia Kornylo. 3DCC was founded in 2006 as a cooperative venture to develop specialized stereoscopic (3D) image capture equipment for the motion picture and broadcast industry. The offices of 3DCC, located in Toronto, Canada, serve an international market.

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Since its inception, 3DCC has successfully developed a wide range of specialized and unique stereoscopic systems that integrate with large format systems. 3D Digital-Cinema (DCI compliant) and IMAX formats are supported. 3DCC was the first company to capture RAW uncompressed files for professional Dramatic 3D capture.

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