

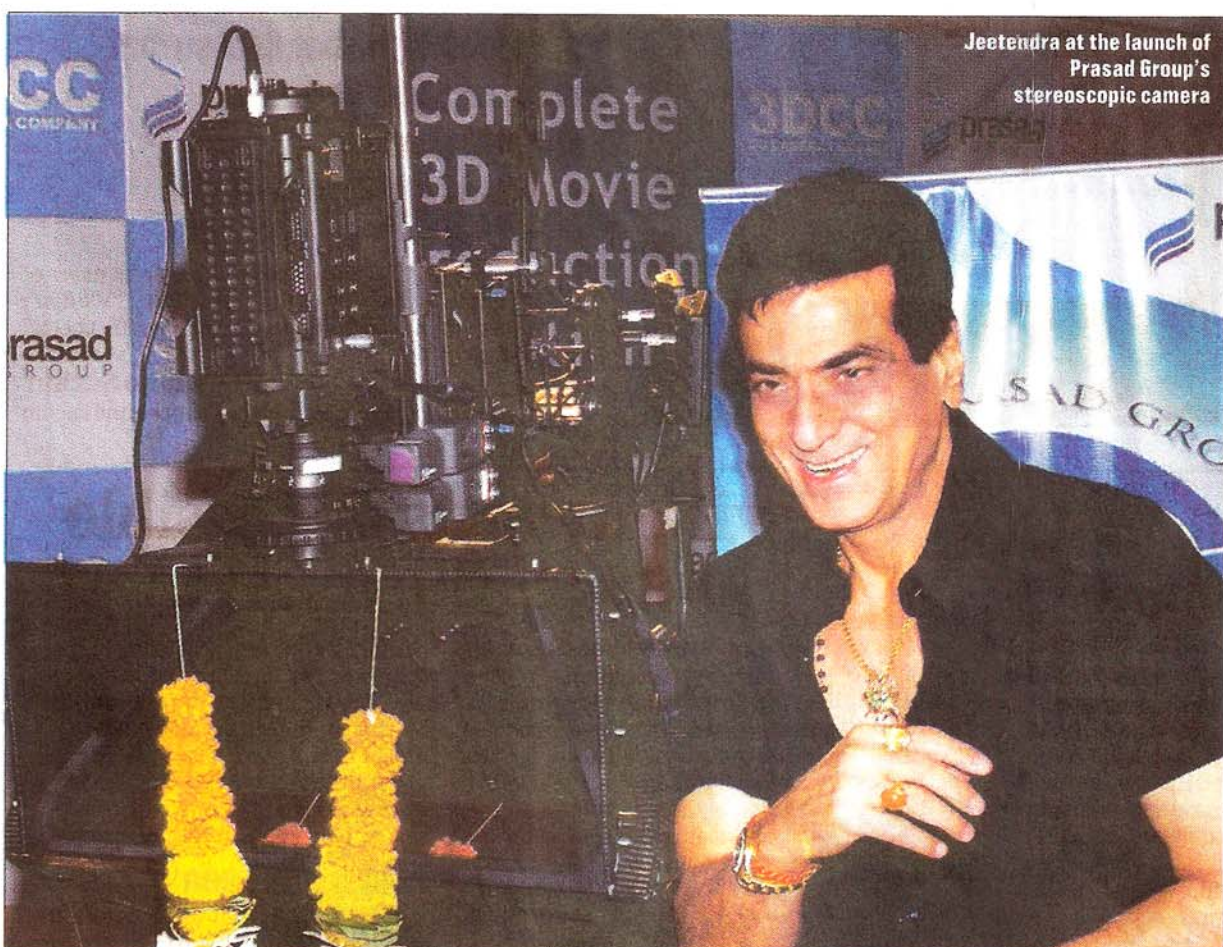
SCREEN

June 25 - July 1, 2010, Mumbai

BUSINESS

Prasad Group brings 3-D camera to India

Partners with Canadian company 3DCC to launch end-to-end 3-D service solutions



A pioneer in post-production services, Prasad Group has forayed into the burgeoning 3-D sector by launching a 3-D Movie production studio in Mumbai. This is an end-to-end service solution for all aspects related to the production, post-production and delivery of 3-D content for cinemas and other media. Prasad Group has tied up with a Toronto-based company called 3D Camera Company (3DCC) to acquire four specialised stereoscopic cameras available for lease to capture visuals in 3-D. The group will also provide streamlined post-production services. Prasad Group plans to offer this service to several projects simultaneously and is currently in discussion with major production houses in India.

Sai Prasad, director of Prasad Group, said that *Avatar* had proved that 3-D was here to stay. The film's success and the subsequent interest in 3-D in India made the company buy and bring stereoscopic cameras for filmmakers to shoot in 3-D format. "Every exhibitor is aware of 3-D cinema after *Avatar*, even those from the smaller centres. Aided by the increase in number of 3-D screens and local 3-D content, this is an exciting phase for us to be in," he said.



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Prasad said that a filmmaker can save a lot of money by renting the 3-D cameras. "A film is normally shot over 50 to 100 days nowadays. Using the camera will not cost more than Rs 2.5 crore," he said. A company official said that while normal 2D cameras cost about Rs 60,000 to Rs 65,000 to rent for a day, the stereoscopic camera will cost about a lakh for the same, a 40 per cent increase.

Marco Willis of 3DCC said that the Prasad Group found his company on the Internet and contacted them for details. "And now, here we are. Prasad had the idea for some time which we picked up over the last few months. We did our research on the company and quickly decided to join them. It is an honour and a privilege to work with the biggest movie-making country in the world," Willis said.

Willis also told *Screen* that because the equipment and technology is new, 3DCC will give stereographers (a person who specialises in using stereoscopic camera) for any upcoming movies that need 3-D. Echoing the sentiment, Prasad said that workshops will be conducted on the technical and operational aspects of the system.

Although he refused to divulge any details about the business end of the partnership, Willis said that 3DCC will keep a small percentage of all the production work undertaken by Prasad that uses their camera. He also said that the entire deal "was worth a lot of money."

Yash Chopra, Jeetendra, Manmohan Shetty, Prem Sagar, Kabir Bedi, Vikram Bhatt, Ashok Mehta and Anil Mehta were some of the celebrities who attended an event to launch the stereoscopic cameras.

■ Priyanko Sarkar