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India

Prasad Group introduces 3D movie cameras for film producers

Mumbai | Saturday, Jun 12 2010 IST

Prasad Group, a pioneer in post production services has launched the latest 3D movie cameras for film producers.

The Group, founded by filmmaker L V Prasad has tied up with Toronto-based 3D Camera Company (3DCC) to acquire four specialized stereoscopic cameras available for lease to capture visuals in 3D.

The basic advantage 3D imagery gives to audience is depth in visual field that is created by shooting scene using two lenses similar to what the human eye sees. The rentals range from Rs 50 lakhs to Rs three crore.

Speaking to UNI here yesterday, Prasad Group, director, Sai Prasad said after James Cameron's "Avataar", 3D is making rapid inroads in Indian [cinema](#), and was on its way to change how movies are viewed.

"Every exhibitor is aware of 3D cinema after Avataar, even those from the smaller centres. Although there are only 85 screens out of thousands of screens across the country that are equipped to show movies in 3D, the technology is rapidly changing the game. The Indian audience has got a taste of 3D and conversion of screens to 3D format is happening," he said.

He said workshops were being conducted on the technical and operational aspects of the system. It will also provide streamlined post production services, he added.

-- (UNI) -- 12BY3.xml

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