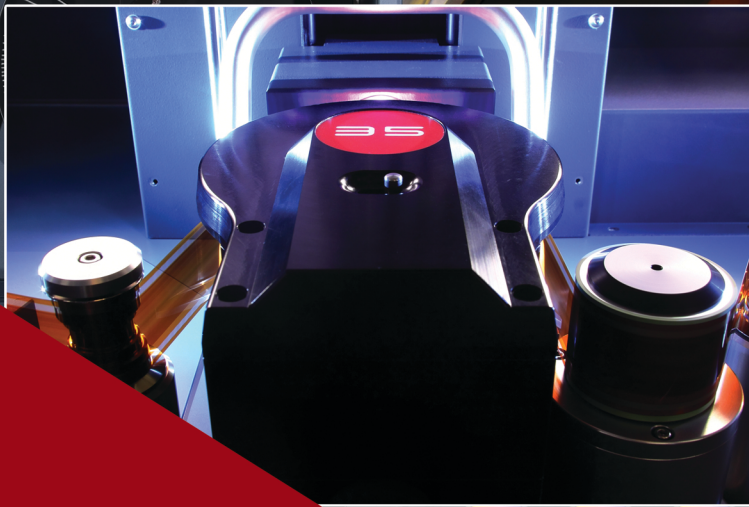


Onsite Film Digitization

for one of the world's largest
entertainment company



The Challenge

Our client had 14.5 Million feet of film which needed to be digitized, of which 5.5 Million feet of film needed to be restored. Some of the key challenges:

- Digitization project execution at their site
- Physical assets to remain in client's premises
- Handling 11 Petabytes of data over time
- High volume, High quality, tight deadlines
- Preserving Raw Scans for Future Repurpose
- Political Uncertainties



The Solution

- Locating our team at our client premises for digitization of film.
- Installation, operation and maintenance of archival film scanner at client's premise.
- Workflow implementation & management at our client's premise.
- Dedicated a 150-member team for restoration in India.
- Implemented Industry acclaimed QC, QA processes at various levels of the workflow.

Onsite Solution - Digitization

- Industry acclaimed scanner 'Scanity' was used. Scanity is manufactured by Digital Film technology GmbH (DFT), a Prasad Group Company.
- Scanity film scanner offers unprecedented speed, versatility, stability and safe film handling which was the key requirements of the client.
- High speed scanning - 4K scanning up to 15 fps.
- Customized solution developed for removing dirt and scratch during the digitization phase itself.
- A special aperture kit used for scanning highly damaged black and white films, adjusting the scanning speed to just 6 fps.
- Sondor sound scanner was used to grab audio.
- Outputs delivered – raw scans in both 4K DPX & HD DPX in JP2 | HD MOV & SD MOV.
- Prasad's unique advantage of being the owners of the Scanning technology and also being a service provider helped us to address specific challenges pertaining to the physical condition of the films. Our R&D worked on fixing the issues faced in this specific project.

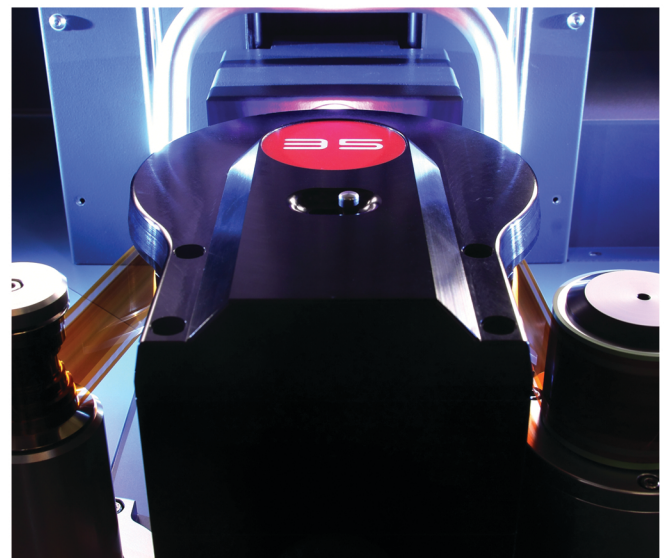


Source Material Handling - Digitization

- 35mm Celluloid

Offsite Solution - Restoration

- Digital Restoration of over 600 feature films with dedicated 150-member team in India.
- Proven QC, QA processes for picture and sound.
- Dedicated Sound Restoration infrastructure.



Key Benefits

- Client was delighted with our project timelines, Proven QC, QA processes for picture and sound.
- Scantity Reduced the turn-around time for digitization by almost 33%.
- Client was able to achieve the desired ROI without compromising both on quality and time.

Future Impact

By implementing a powerful digitization solution, Prasad Corp empowered the client with seamless preservation and monetization capabilities for the future.

Prasad Corporation Pvt. Ltd

28, Arunachalam Road, Saligramam, Chennai - 600 093 | Phone : 91 44 4002 5100

email: info@prasadcorp.com | www.prasadcorp.com