



The Rising: Ballad of Mangal Pandey. Image courtesy of Kaliedoscope

Prime Focus Leads the Way to DI with Discreet Systems

“Bollywood filmmakers are welcoming the DI process. The feature set Autodesk Media & Entertainment is providing in Discreet® Lustre® is truly exceptional. The system’s color grading, keying, tracking, and automated dust busting tools greatly assist the DI project flow and help us offer the best quality, service, and experience for our clients.”

Namit Malhotra
Managing Director
Prime Focus Limited

Prime Focus Limited (PFL) has continually been spearheading the use of advanced technologies for post production and visual effects in India. Since it launched in Mumbai in a small garage in 1997, the company has grown rapidly in size and scope to become India’s largest post-production and visual effects services house. PFL is consistently adapting in the face of evolving client needs. PFL’s full service capabilities empower filmmakers, advertising filmmakers, and television producers with the newest tools and techniques to refine their work in the post-production and production environment.

One of the biggest areas of recent growth has been digital intermediate (DI) for film. Prime Focus put together a technically advanced workflow very early on and by mid 2003 had completed the country’s first DI feature.

Since then, the facility has continued to introduce the benefits of DI to top Indian film clients, and has completed approximately 30 full-length features in the short span of 18-24 months. To its slate of credits are films ranging from the award-winning 2005 movie “Black,” from director Sanjay Leela Bhansali, to titles such as “The Rising,” “Paheli,” “Sarkar,” “Mujhse Shadi Karoge,” “Netaji Subhash Chandra Bose,” “Gayab,” “Musafir,” “Dus,” “Life Ho To Aisi,” and “Naach.”



Image courtesy of Prime Focus

“We were the first in India to purchase a Discreet® Lustre® system and it has completely changed our workflow for the better,” commented Rohan Desai, Prime Focus’ Digital Intermediate Supervisor. “Now many more facilities – and filmmakers -- on the continent are embracing Lustre and its powerful color grading, keying, tracking, dust-busting, and other amazing capabilities.”

Integrated DI for Indian – and International -- Filmmakers

DI is indeed taking off among Indian filmmakers, who are recognizing the timesaving and artistic benefits of working off a single digital master. The experience of doing a DI at Prime Focus, which is also equipped with an impressive total of 17 Discreet® Smoke® /Discreet® Fire® systems alongside the most current installations of Discreet® Inferno® and Discreet® Flame® systems for all areas of high-end visual creation, is encouraging filmmakers to integrate more visual effects elements into Indian films.

“Pipeline robustness, flexibility, and integration of various components are essential for the colorist and the supervisor alike,” Desai said. “Discreet Lustre helps creative jobs flow more smoothly with strong compatibility with other DI tools and Discreet visual effects systems such as Fire and Inferno. There’s a global trend in filmmaking towards increased visual effects, and Lustre is helping our clients evolve towards this direction.”

In addition to helping shape Indian demand for DI and VFX, Prime Focus with its strategic partnerships is providing global clients turnkey film production services. For the film “American Daylight,” shot in HD and produced out of the United Kingdom, the company handled everything from equipment rental to the final release print.

“When we started out in this industry, we were the absolute underdog,” Malhotra concluded. “But we realized that by always staying ahead of the curve and being the first to adopt the new tools and technologies such as Discreet systems from Autodesk we could bring a higher level and quality of service to our clients while expanding our reach. That’s been a true source of pride as we have grown, both in size and scope.”

Prime Focus Ltd. (PFL) is India’s biggest integrated end-to-end post-production and visual effects services house. PFL offers a comprehensive spectrum of services ranging from visual effects, digital film lab (digital intermediate, high-resolution film scanning and film recording), telecine, offline and online editing and motion control to High Definition production. The company’s creative talent has worked with India’s leading feature film and ad film directors and producers and continues to extend its services to international clients as well. For more information about Prime Focus Limited, please visit www.primefocus.co.in.