



## SNIPPETS

### SONY PULLS CRT PLUG

Japanese electronics giant Sony Corp said production of cathode ray tube (CRT) televisions by the end of the month, four decades after they were launched, as consumers switch to flat-screen TVs. Sony ended production of CRTs in Japan in 2004, but continued to produce CRT TVs under the Trinitron brand.

## UFO Movies Delivers

No they aren't a pizzeria, but rather the Digital Cinema venture of UFO India Limited. Digital Cinema System is set to revolutionise the way films are distributed and exhibited in India. Digital Cinema is a new concept of exhibiting and distributing movies. It uses Digital Media (fibre optics, satellite transmission, hard disks) instead of analogue media (prints) to record, transmit and replay images. Digital Cinema uses digital projectors and can store, transmit, retrieve and replay a huge amount of information exactly as it was originally recorded. There is more flexibility in Digital Cinema as the data can be manipulated at low cost and effectively.

It starts with the telecine process that involves transferring of video and audio from the print (positive OR negative) to hi-definition standard on magnetic media tapes

(D5). This process gives best results if it is done with the negative of the film. This process facilitates all types of audio conversion (i.e. mono, stereo, 5.1 Dolby / DTS.)

The digitisation process provides the facility of capturing the content, encoding, encryption and quality check. MPEG-4 based technology from the US-based DG2L. The technology allows compression of a 3-hour movie into a 6-8 GB file that is downloaded via satellite onto servers installed at various cinema halls. The print is then saved on a secured private network. At the time of the release, the movie is transferred from the NFS Server to the Cinecaster at the satellite hub station. The Cinecaster is located into HECL VSAT hub at Gurgaon and the movie is transferred form NFS to Cinecaster using a high-speed link. The movie is then transmitted to the theatres over a VSAT link.