

UFO Moviez India creates a world record with 11 mn shows and the biggest digital cinema library of 5,500+ films

UFO Moviez announces new Loyalty Program for Partner/Patron Exhibitors

In the 100th year of Indian cinema, an Indian company, UFO Moviez India, a first-of-its-kind venture by technocrat Sanjay Gaikwad of the Valuable Group has created a world record no one in the global film trade would have ever imagined to become a possibility! UFO Moviez India, the world's largest satellite delivered digital cinema network, has crossed the 11 million film shows mark in the last week of June 2012. And this technological marvel feat created with indigenous technology has been achieved in less than 7 years.

UFO Moviez India (www.ufomoviez.com) has revolutionized the way films are distributed and exhibited throughout India. Presently, UFO has a

base of nearly 3,000 digital screens (including 156 3D Screens), spread in 1,300 cities in 28 states of India. Out of these, around 350 screens are in multiplexes (which constitutes over 30% of the multiplex population in the country) and the balance are single screen theatres. UFO has so far released 4,662 films in 30 languages and has conducted over 11 million shows till date.

UFO has also created the biggest ever digital cinema library of 5,500 plus films including more than 3,800 Hindi films and 1,300 non-Hindi films. UFO has the largest archival digital library of films stored free of cost in a green eco-friendly way. Any of these films is available to every single 3,000 plus UFO digital theatres in India

and can reach to filmgoers in different parts of the country. Incidentally, during the release of their films, the producers don't have to pay the amounts ranging from Rs. 40,000 to Rs. 50,000 need for each analogue print. The cost of releasing a film in one UFO digital theatre is far far less and much more cost-effective and affordable.

Sanjay Gaikwad, MD, UFO Moviez India, says, "After carefully studying market realities,

collections. Film producers can change movie contains during final hours of editing."

Eco-friendly storage of digital prints

UFO's digital library is an environmentally friendly initiative. It also prevents the risk of losing analogue prints, which are highly inflammable, due to fire or other casualties. Films can now be stored in a secure and safe manner for eternity and released at the producers discretion. In fact, whenever a producer releases

a film on the UFO digital network, the company offers producers the opportunity to save prints digitally for years as part of their content validity programme, which can be extended with the producer's consent. The producer has all the rights to the digital print but can request UFO Moviez to play the film anytime as required and it can be done almost instantly with minimal notice via satellite to any UFO digital cinema across India. Interestingly, the producers don't have to incur any costs of restoration or preservation of these films. Big studios and production houses have already started keeping digital encrypted and secure prints.



UFO has created an end-to-end Digital Cinema Solution, which has revolutionized the film distribution and exhibition system. UFO has revolutionized the way films are distributed and exhibited through its pioneering technology, infrastructure and unique pay per show business model, bringing in a 'First Day First Show' regime for film distributors and cinema owners." This has resulted in a revival of single screen theatre business in mid-sized and small towns and reduction of film piracy business. It has also created robust growth in digital cinema advertising business growing to around Rs. 175 crore in 2012 and creating revenue earning source through digital mode for theatre owners. The eco-friendly technology can be applicable in healthcare and education sectors. It offers full transparency in ticketing & Box Office

MPEG-4 technology: many benefits

UFO has launched an MPEG-4 technology based Digital Cinema System, which provides greater flexibility, efficiency and cost savings over any other Digital Cinema solution. MPEG-4 technology, allows reliable and speedy delivery of digitized movies through satellite. This technology further provides the great advantage of storing multiple numbers of movies in UFO server, at the theater. This storage of movies provides flexibility to schedule the number of shows with different movies, which basically creates a pseudo multiplex environment for the theater substantially increasing the revenue. Thus, UFO has leveraged the inherent advantages of its system to truly deliver a flexible, efficient, versatile and cost-effective

tailor-made Digital Cinema System to the film industry.

UFO Digital Cinema System Highlights include: Satellite Based Delivery; Highly secure; Scalable; Robust; Flexible and Remote management; Real time and Live capability; and Multilingual capabilities. UFO has spearheaded Innovation in pricing strategy - UFO has pioneered a Pay per show based pricing strategy for distributors as against common practice of deploying a Virtual Print Fee (VPF) charge.

Kapil Agarwal, Jt. MD, UFO Moviez, adds, "UFO has launched the "IMPACT Ticketing Platform" wherein it is providing state of the art online satellite based ticketing systems which interfaces with a central NOC to provide online minute to minute box office information to the concerned stake holders of the movie business chain. The salient features of the IMPACT Ticketing Platform are: Supports multi-terminal, multi-user-transactions; User friendly Interface; Touch screen capabilities (optional); Faster Printing of tickets to reduce transaction time; Customized Screen Configuration of ticket sales for operational ease; Payment Reconciliation; and Tele- booking facility."

Loyalty Programme

UFO Moviez India Ltd. has also announced a new loyalty programme for partners and patrons. It is offering to install state of the art Dolby CP 750 Sound Processors in select UFO digital theatres at preferential rates. These Sound Processors, once installed, will enhance the cinema's sound to world standards giving a crisp 5.1 surround sound experience to its audience. A part of UFO's new loyalty program for its exhibitors, this installation offer at discounted rates follows close on the heels of UFO's recently announced collaboration with Dolby Laboratories Inc. (NYSE: DLB) to bring in a major transition in the audio experience across UFO's digital cinema screens in India.

Mr. Rajesh Mishra, CEO- India, UFO Moviez, said, "UFO values its exhibitors'



support and believes that growth must be mutual. This newly-introduced loyalty program is entirely a result of our desire to create a win-win environment for our patrons that is conducive to an enhanced cinematic experience for their audiences. We've taken multiple factors into consideration when rolling out this loyalty program and we believe that the theatre owners will make good of this opportunity to install the CP 750 Dolby Processor at their cinemas and



treat their audiences to an unmatched sound experience."

Dolby will assist UFO with setup for the digital encoding and mastering workflow for UFO Moviez and provide UFO-Dolby co-branded CP750 cinema processors, delivering a complete end-to-end digital sound process and helping to provide an authentic audio experience in the theatres. Currently, sound in many digital cinemas in India goes through multiple conversions from digital to analog and back, resulting in loss of sound quality at each conversion. Additionally, audio alignment and calibration of theatres will be conducted, ensuring a premium entertainment experience for movie-goers in UFO cinemas. Beneficiaries of this loyalty program have been chosen after an evaluation on multiple parameters, such as tenure with UFO, quality standards and initiatives implemented by the cinema, etc.