



**INDORE – MP & CG**

# Entertainment the digital way!

Revitalizing first day first show experience of movies in remote towns of MP

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Indore

Digital cinema has changed the face of the century-old cinema business just as Internet (e-mail) and mobile phones changed the face of communication. Satellite and cable television changed the face of home entertainment and MP3 technology changed the face of music.

Digital cinema envisages providing a high definition cinematic experience using computer servers, telecom and satellite technology. And this is the need of the hour as films are the most perishable commodities after their release.

Spearheading this digital revolution is digital cinema venture United Film Organizers, UFO Moviez, a subsidiary of the Apollo Group, informed company vice-president, business development, Pankaj Jaysinh while talking to DNA Money.

The most exciting part of digital viewing is that now audiences across cities, including the remote towns of Madhya Pradesh, do not have to wait for weeks to enjoy their favorite stars' movies,



State has around 68 theatres installed with UFO

Company further plans to expand its base to 100 theatres in State

Digital system reduces distribution and transportation cost

At present facility installed at Velocity, Inox multiplexes apart from other theaters

he said. Due to reduced distribution and zero transportation cost viewers in the metros and hinterland get to see the films simultaneously, get a better experience and value for money.

Madhya Pradesh the heart of the country has around 68 theatres installed with UFO system and the company further plans to expand its base to 100 theatres by the end of 2008.

To cite few examples: Vivek Malviya runs two cinemas named Kantishiva and Shivshakti in Betul and had installed UFO system two years back.

With that move Malviya today lines up first – day, first shows, he informed.

The digitization was a like an avatar for Malviya with collections shooting up five-fold in no time.

Girdhari Lala Agarwal, owner of New Raj Talkies, Tilda, Chhattisgarh, was on the verge of shutting down his theatre.

“In Indore, we have installed our facility at Velocity and Inox multiplexes apart from other theaters,” he said

adding that with UFO systems installed, the theatre today releases all new movies.

The owner of Chandini Talkies, Satna had been showing adult films because he was unable to get mainstream Hindi movie business. After installing UFO technology, he is now showing All-India releases and family oriented movies.

The collection has increased by three-fold and today the cinema has installed new sound system, Dolby Digital with Amplifiers spending over Rs five lakh to provide modern look and amenities.

Digitization of cinema is vital in safeguarding intellectual property since the Indian film industry faces almost 40% revenue pilferage due to piracy, a Planning Commission study reveals.

Smaller towns like Loni and Betul could not see new releases for months; and by the time the prints reach such places the industry had already lost good revenue potential.

In terms of money, the industry loses approximately Rs 20 billion on account of

piracy directly, on which the government neither earns Entertainment Tax nor Income Tax.

Digital cinema helps curb piracy in a proactive manner as it makes the pirates business unviable by providing an early and widespread release of films across the country and thus nipping piracy in the bud.

Furthermore, as there is no physical movement of the film, creation of pirated copies/versions of the film is ruled out.

Digital rights management/IPR protection is of paramount importance in view of piracy.

Digital cinema is not just an end to piracy but also a boost to our film industry in terms of revenue and better viewing.

The UFO uses digital media instead of traditional way of showcasing (prints).

UFO Moviez does so by installing hardware worth and then transmits a digital copy of a film through satellite to all the theatres with the UFO system. UFO Moviez has revolutionized the way films are distributed and exhibited in India through its pioneering technology and business model.

It envisages a ‘FIRST DAY FIRST SHOW’ regime for film distributors and cinema owners across the country.

It has not only digitized the theaters but completely changed the dynamics of the Cinema business is B and C class centers.