

A still from
Balak Palak



Digitally Speaking

Pallavi Kharade

Now along with strong storylines and rich content, Marathi films are taking the help of high-end technology to woo the audience. The latest example is *Balak Palak*, the debut directorial venture of actor Ritesh Deshmukh, will have a multi-locational virtual premiere in UFO digital theatres (theatres which download movies over a Ku-band satellite network into a player called the Cineblaster that is present in each movie theatre) in four cities simultaneously on January 3 at 6 pm.

Punè, which is one of the cities along with Mumbai, Thane, and Latur, will see its virtual premiere at Prabhat Theatre. Director Ravi Jadhav says, "A film's premiere is a closed-door affair which is meant for invitees. UFO Moviez India

& Valuable Edutainment approached us for a virtual premier and we liked it. Producers Ritesh Deshmukh and Uttung Thakur, music directors Vishal-Shekhar and the film's cast will be present during the interactive virtual premier. They can directly interact with others present at the five theatres."

He adds, "Usually, the producers or ac-

PRODUCERS RITEISH DESHMUKH AND UTTUNG THAKUR, MUSIC DIRECTORS VISHAL-SHEKHAR AND THE FILM'S CAST WILL BE PRESENT DURING THE INTERACTIVE VIRTUAL PREMIER

—Ravi Jadhav, director

Actor Ritesh Deshmukh's venture, Marathi film *Balak Palak*, will have a multi-locational virtual premiere in UFO digital theatres in four cities simultaneously on January 3

tors do not go to all theatres. As a result, we never get the feedback from the audience. With the UFO technology, we can directly interact with the audience from five theatres and the audience from all the cities/towns can speak to the producers and their favourite actors face-to-face. Ritesh says, "*Balak Palak* is a sensitive drama that will help parents realise how important it is to communicate transparently with your child, will create history with the first-of-its-kind virtual premier. Marathi films have created a mark throughout the world and with this unique technology, they will unite Marathi film going audiences in remote locations."

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