



# Filmmakers turn over a new dimension

**Shabana Ansari**

In a bid to increase the thrill quotient of their products, Hindi filmmakers are now turning to the 3D format. Director Vikram Bhatt is ready with his horror flick *Haunted* which is being touted as the country's first stereoscopic 3D film.

Meanwhile, Shirish Kunder has kickstarted his ambitious 3D project *Joker*, starring Akshay Kumar and Sonakshi Sinha. "The style and technology are new. We had to acquaint ourselves with the technology, learn it and adapt to it," said Bhatt, who has roped in in-

**3D FORMAT**

- ▶ Vikram Bhatt's *Haunted* is being touted as India's first stereoscopic 3D film
- ▶ Shirish Kunder has also kickstarted his ambitious 3D project *Joker*



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The next big leap for cinema after colour is 3D

—Shirish Kunder, director



ternational 3D technicians and support crew for the project. He added that *Haunted* uses the latest digital 3D cinematography and projection techniques seen in the Hollywood hit *Avatar* which has made the for-

mat popular worldwide.

The film will hit theatres in April this year. UFO Moviez, a digital cinema network, has tied up with Bhatt for the film's exhibition in India. Plans are afoot to equip 500 Indian the-

atres with 3D capability.

"This initiative of promoting Indian 3D content is an important step in our strategy to leverage the future growth potential of this technology," said Kapil Agarwal, joint managing director, UFO Moviez.

"3D is the medium of the future," agreed Kunder, adding that he is in talks with some Hollywood technicians to work on his film. "The next big leap for cinema after colour is 3D."

However, the new format does not come cheap. Bhatt revealed that the cost of a 3D film is nearly 40% more than the budget of a regular 2D movie.