



# UFO to invest Rs 250 crore for 3D view

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**PANJIM:** UFO Moviez India Limited (UFO) will invest Rs 250 crore to convert 1000 3D enabled screens in the country by 2013, opening larger business prospects for the Indian film industry and giving audiences a wider range in entertainment.

Speaking to GT, UFO Movies India Limited (UFO), chief executive officer (Indian operations) Rajesh Mishra said that the company was targeting to install 3D digital cinema solutions in around 500 screens across India by March 2011. So far more than 70 cinema theatre

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screens," Mishra said.

"After we announced our 3D plans a lot of film producers have announced their 3D films and we are hoping around 15 to 20 Indian films to come up in 3D in next 12 to 18 months. The budget of the film producers would go up by around 30 per cent due to this pioneering technology. Upto now they did not have avenues to exploit it. We are creating a platform for them," Mishra said.

Mishra also hoped that out of a total of 9000 screens at least 6000 screens would get digitised in the country.

The UFO Movies, which was set up in 2005 installed its first 3D digital system in Mumbai in June 2005.

The company has revolutionised the way films are distributed and exhibited in India 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 across the country.

UFO was also instrumental in bringing the third Indian Premier League (IPL)-2010 cricket tournament live in around 700 theatres on a pan India basis in high definition.

The company is also looking actively at markets in Russia, Sri Lanka, UAE, Singapore, Malaysia and Indonesia, etc.

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owners have expressed their willingness to install 3D digital cinema solution system, he added.

According to Mishra, so far the company had installed 3D digital system in 2100 screens across the country, in addition to 36 screens in Nepal. It had also installed 3D in two screens in Jammu region where there were only five films. Talks were on to install 3D digital system in remaining three screens in this hilly region having sparse population.

Mishra said that currently as many as 70 multiplexes had installed 3D screens and all 3D films were coming from abroad. There were not enough 3D films made in India and the UFO was creating an infrastructure for the film makers.

"We have started digitising theatres with 3D format. Currently we have put it up in 26 screens and by March 2011, we are targetting another 500