



UFO making cinema viable

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UFO Moviez India Limited (UFO), founded by Valuable Group in association with Apollo International Limited, is using technology to change the business of cinema.

Simply put, UFO is in the business of digitalising films.

"Earlier theaters would need to buy a print costing about Rs 60,000. Having bought the print, returns on the investment would follow only if the film happened to be successful. Also, if the film was successful, then by the second week of release, piracy would ensure the demise of earnings from that particular movie," explained Rajesh Mishra, CEO of UFO Moviez.

"Another drawback of prints was that only a limited copies would be printed and hence a wide rollout of the movie was not possible," added Mishra.

Digitalising of films eliminates all these problems. "It has revolutionized the way films are distributed and exhibited in the country," says Mishra.

"Films are now scanned digitally and transmitted directly

to theatres via satellite where the film is stored on high end servers and played out using digital projectors. In effect it has eliminated the need for costly and bulky analogue prints and is now ensuring wide spread release of films in digital quality at a fraction of the earlier cost," he added.

Today, UFO is the largest satellite based digital cinema chain in the world having more than 2100 theatres across 26 states and 1000 cities. Over 2600 movies in 23 different languages aggregating to more than 50 lakh screenings are on the UFO platform. The estimated savings by curbing piracy is about Rs 600 crore.

Speaking about the future Mishra said UFO is targeting 3000 cinemas by March 2012 apart from its international foray.

The rollout of 3D too is a sizeable opportunity for UFO. UFO has now developed an end-to-end platform for the ingestion, distribution and exhibition of 3D content that will make 3D easy and cost-effective for content providers, exhibitors and consumers.