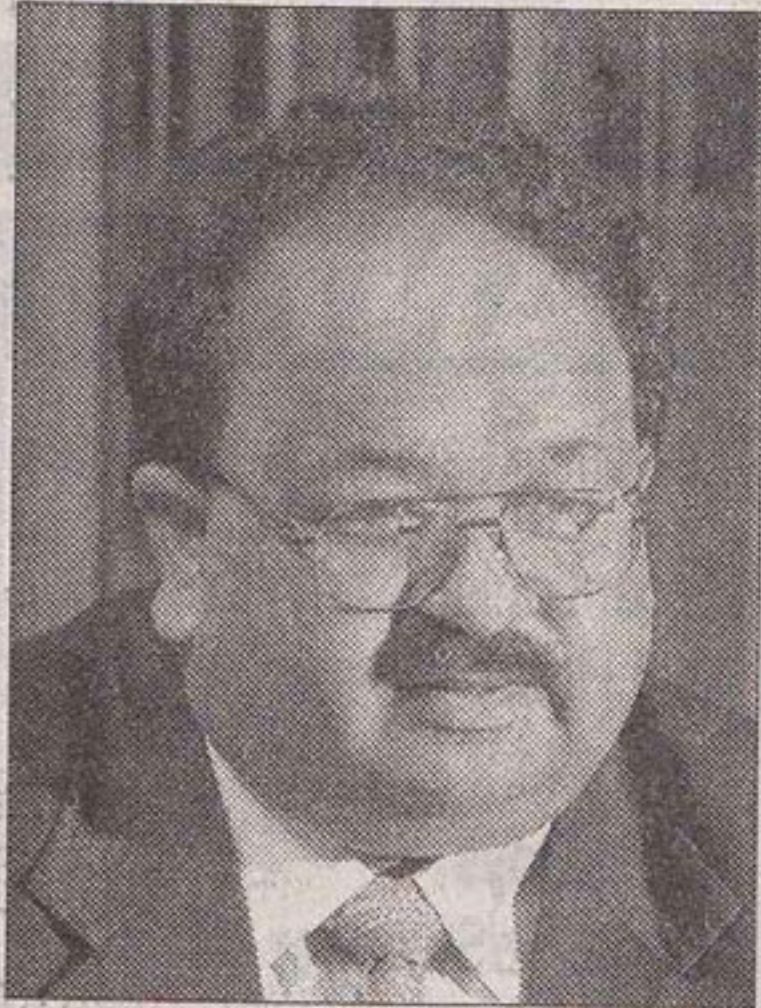


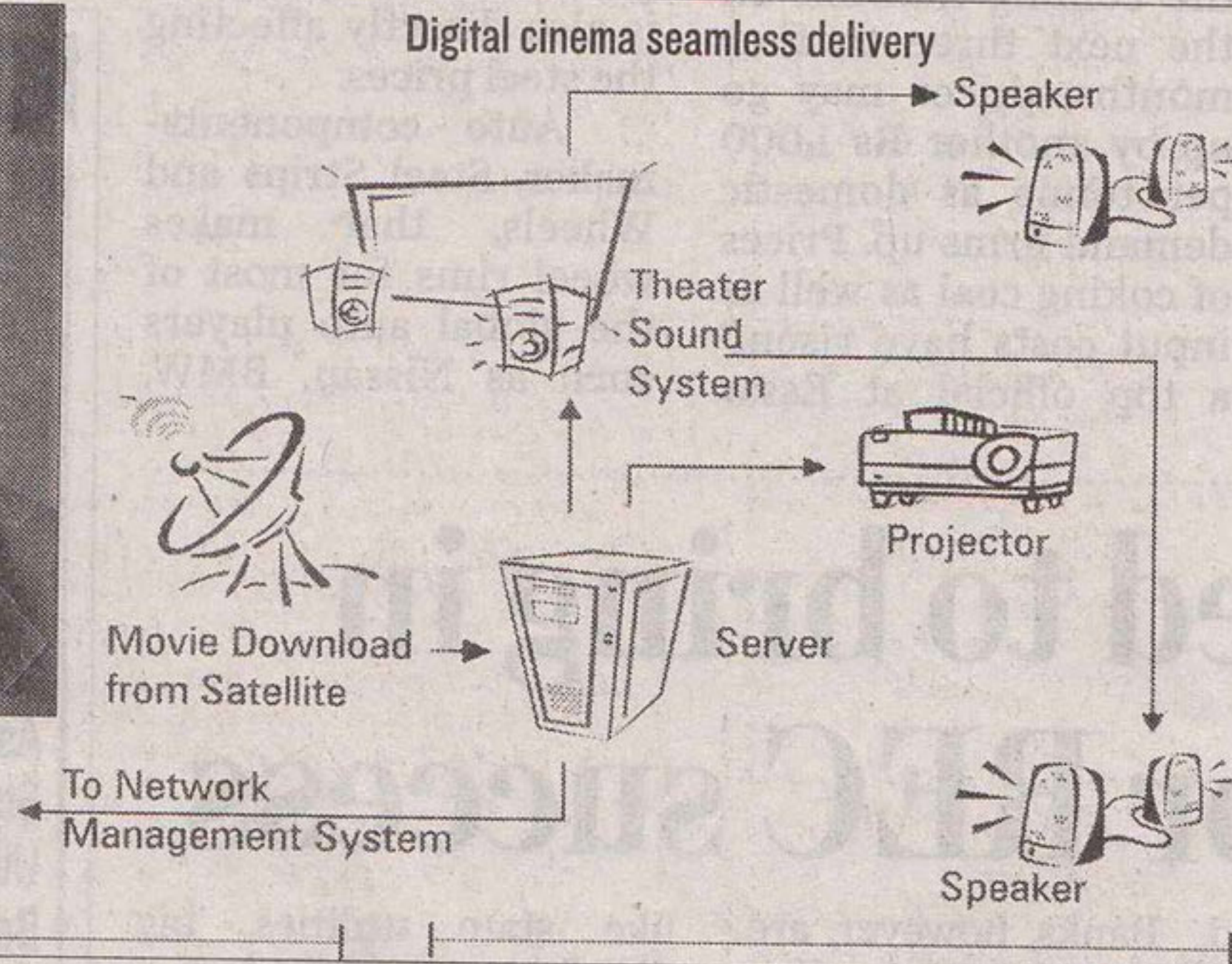


➤ **O Maria to go digital**

# Making movies gets cheaper, high returns for producers



**Rajesh Mishra**



**BY MICHAEL FISHER**

**PANAJI:** Interest in setting up compact theatres in Goa is gathering steam, according to India's largest digital image provider at the Film Bazaar, the movie exhibition industry in Marriot. "It was a vibrant platform where unheralded overseas directors, producers and financiers came in as guests discussed and signed several contracts," said Mr Rajesh Mishra CEO of UFO Moviez India, whose stall was inundated with movie makers and entrepreneurs.

He said networking was at its elite best, discussions on the rapidly changing technology in movie making to unique lenses to script writing, upcoming actors and actresses mingled and shared ideas. Among their well kept secret was discovering sites in Goa's for filming.

"Visitors to our stall have shown keen interest in constructing compact theatres in Goa, even entrepreneurs from Karwar visited us, Goan film makers were enthused by our digital cinematography system, we

are still receiving enquires," Mr Mishra said, and adds, "Goa is sure to receive good response from this movie exhibition". The challenges and opportunities for Goa cinema market lies in the investment of quality auditoriums with a 200 seating capacity. Each complex may comprise at the most two halls, air-conditioned, and architecturally designed with a pleasant and relaxing ambience with snack bar and food courts, such cinema models will recreate the movie goers. Mr Mishra sees a good movie market in Goa, with a floating tourist flock in lakhs, but poor quality cinema infrastructure, for the exception of Inox and UFO Moviez assures Goa audiences a better quality movie in O Maria when it is released, if its director and producer Mr Talak embraces digital cinematography. Mr Talak, was one of the visitors to UFO Moviez India stall. Digital movies are gaining acceptance and flicks such as Slumdog Millionaire and Avatar made in digital have grossed box office revenues and won awards. He said filmmakers are switching

to digital editing systems because they make it so much simpler to put a movie together; moreover digital cinema cost is much lesser than film reels. Following his discussion with Mr Talak, Mr Mukesh Sherigar, associate vice president UFO Moviez said the Goan movie maker is likely to deliver the hard disk of O Maria for converting it to digital format.

Converting into digitised system would cost the cinema owner ₹ 65,000 to ₹ 1.10 lakhs. He said with UFO digital system, a theatre can save on electricity cost as a digital cinema system consumes less power. Also, the manpower cost decreases effectively as a single person can operate two to three system at a time whereas in an optical system more than two people are required. Moreover, the cinema owner saves on the day-to-day operating cost as the maintenance and technical service costs are borne by UFO. All this adds to increase in the owner's revenue as the expenses are curtailed to a great extent and profitability has a double impact, Mr Sherigar said.