



3D theatres will add a new twist to movie watching

Meena Iyer | TNN

Mumbai: Did you know that Steven Spielberg, James Cameron and Peter Jackson have all commissioned 3D work to their respective production houses? And that cinema halls across the country are gearing up to be 3D enabled?

Get this—PVR Ambience Mall (Gurgaon), Fame Pune, Inox Nariman Point (Mumbai) are just few 3D enabled theatres in India (see box) and there are many more to come. “3D is the medium of the future. By 2012, there will be more than two dozen 3D films in Hollywood ready for release,” informs an executive from a foreign studio. He adds that Walt Disney has as many as 17 3D projects planned.

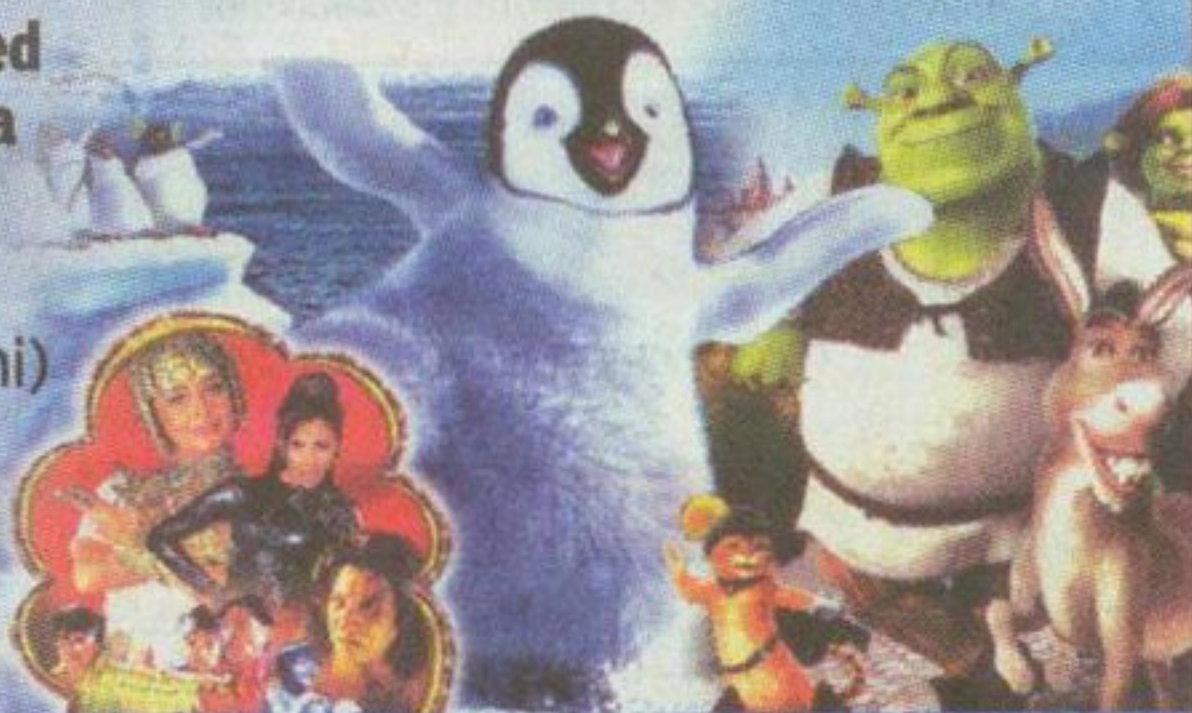
Bollywood, too, has taken baby steps in the third dimension. Idreams will be one of the first in line. Their list begins with *Fired*, a contemporary story which deals with the slump and its impact. “Before you know it, India will be witnessing a 3D wave. Bollywood film corporations are talking to foreign studios on this new craze in the film arena,” says Ashish Bhatnagar of Idreams. Percept Picture Company is also leaning towards the 3D horror genre, reveals a source.

The 3D medium in India got a shot in the arm last year when *Journey to the Centre of*

SCREENING THE MAGIC

Some 3D enabled theatres in India

PVR Juhu
PVR Phoenix
PVR Select (Delhi)
Fame Malad
Fame Vashi
Fun Chembur
Central Plaza



A few 3D movies coming to India between 2009-2012

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| <ul style="list-style-type: none"> ● Disney's G-Force ● Dimension's Piranha ● Pixar's Toy Story (3D conversion) | <ul style="list-style-type: none"> ● Disney's Cars-2 ● Disney-King of the Elves ● Pixar's The Bear and The Bow |
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the Earth attracted huge crowds at the Fun cinemas chain across the country. Trade sources reveal that the film grossed Rs 1.8 crore across six screens. “This clearly shows that 3D has caught the excitement of viewers. Since the number of screens showing 3D will be limited, the average revenue per screen is expected to be higher,” says Bhatnagar.

Digital players in India like Scrabble Entertainment, Real Image and UFO Movies are also preparing for the 3D onslaught. Sanjay Gaikwad of UFO Movies is of the view that 3D will make cash registers ring because of the novelty factor and because it can beat piracy. “Movie viewing

is going to be very exciting once again,” says Gaikwad.

Scrabble Entertainment has signed non-exclusive agreements with Twentieth Century Fox, Warner Brothers, Walt Disney Studios and Paramount Pictures and is also finalizing a contract with Universal Pictures to deploy digital cinema screens to India. The digital platform will allow studios to showcase 3D titles and Hollywood expects to gain opportunities for more day-and-date releases in India at much lower costs.

Chhota Chetan—India's first 3D movie—earned about Rs 60 crore (inflation adjusted at current prices) during 1984-85. Let's hope the magic continues...