



UFO Moviez lines up Rs 100 cr for 3D view

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IF ANYONE is betting big on 3D it is UFO Moviez. They are investing close to Rs 100 crore to enable 1,000 screens across India with its indigenous 3D Digital Cinema solution over the next two years. What this means for the consumer is a ticket much cheaper than the average Rs 200-300 that is charged by multiplexes for a 3D version of a film. "The aim is to bring 3D to the common man at very affordable rates and our technology will enable us to bring the prices down to as little as Rs 30-40," says Joint MD UFO Moviez, Kapil Agarwal.

UFO's current satellite based digital cinema network is close to 2000 screens across India and Agarwal expects this to reach 3,000 in the next year. Of these, 500 screens will be 3D enabled in this year and by 2012, another 500. For now, UFO will be investing all the money with its per-screen cost expected to be Rs 7-10 lakh. "We have always believed in a platform based businesses and when this kind of a platform has been created the content is bound to increase from



where we should recover our money," adds Agarwal.

Recently, UFO moviez showcased their 3D capability through the exhibition of live IPL 2010 matches across 70 cinemas. Currently, the Indian film industry is dependent on DCI compliant 3D technology propagated by the West, costing approximately Rs 45 lakh to install per screen, which is currently being installed via

Scrabble Entertainment in India, there is also Real Image who has their indigenous 3D technology which would approximately work out to Rs 20 lakh, while UFO comes at the lowest price for Rs 7-10 lakh per screen. The disadvantage for UFO

and Real Image comes in that six of Hollywood's biggest studios—Disney, Sony, Twentieth Century Fox, Paramount, Warner Bros do not allow any of their 3D films to be screened on any other technology other than DCI compliant. Though Agarwal is confident that once they have the numbers, the studios are bound to do a re-think. Apart from that, Agarwal says there is enough 3D content outside of these studios which can be showcased.

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