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UFO moviez reviving film business in Assam

UFO digital cinema

World's Largest Satellite-based Digital Cinema Network

With 56 digital theatres currently available in Assam, UFO Moviez has become a boon for the producers of Assamese cinema. UFO Moviez India Ltd., the world's largest satellite-based Digital Cinema network, has ensured that audiences across Assam are able to view new film releases first day first show at the same time as the rest of India. This has resulted in increased audiences in theatres in the region, which in turn, has led to a sea change in the film distribution landscape.

In a very short span of time, UFO Moviez has successfully deployed satellite-delivered Digital Cinema across the region. Assam faces significant geographical and topographical challenges and prior to UFO, local language cinema was on the verge of extinction. However, first day first shows of films across the region enabled by UFO Moviez' satellite-delivered Digital Cinema solutions have stimulated a sea of change in the cinema theatre business in Assam, particularly amongst the single theatre owners, who were facing survival issues.

The appreciative sentiment is echoed by producer Rosy Bora of the recently released Assamese film 'Surjasta'. Says Rosy Bora, "Assamese cinema has benefited immensely from the advent of UFO Moviez in the region. Earlier, the average number of Assamese film releases per year was about one or two at the most. In 2012, there have been ten Assamese film releases. In 2013, around fifteen Assamese language films are expected to hit the theatres. This growth is almost entirely due to the fact that thanks to UFO, there is now a much

larger number of theatres that an Assamese film can reach in the first week of its release. It bodes extremely well for the growth of Assamese cinema. It made possible for a film like 'Surjasta' to get release in at least 25 UFO theatres; their innovative technology, platform and support has made it possible to provide good content to our audiences and showcase the best quality in cinema."

The newly constructed Bhaskariyoti Cinema Hall in Assam's Sivasagar district and Ambika Cineplace (the only cinema hall in Duddhnoi) enjoy regular screenings of new Assamese and Hindi films after installation of UFO Moviez' Digital Cinema systems.

The Assam circuit, previously allotted low priority in the distribution chain, had barely ten theatres that screened new Assamese and Hindi films. As a result of the delay in the delivery of physical film prints to the region, these theatres were often forced to screen films as late as two months after their all India release. All of this changed, when in April 2007, the first UFO Digital Cinema system was installed in Assam: Anuradha Cinema in Guwahati, the first theatre in the region to install UFO's projection system on its premises in April 2007, is now a premiere theatre in Assam and boasts the best in class projection system that offers superior picture quality and brightness. Theatre owner Chinmoy Sharma says, "UFO Moviez' Digital Cinema systems ensure that audiences throughout Assam are able to enjoy high quality first-day-first-show screening of films, unhampered by weather conditions, terrain or any other technical snags or delays."

The Assam circuit

(comprising of the states of Assam, Meghalaya, Manipur, Arunachal Pradesh and Nagaland) has witnessed an almost five fold increase in territory selling prices for blockbuster films like 'Talaash', 'Jab Tak Hai Jaan' or for forthcoming ones like 'Yeh Jawaani Hai Deewani'. This is as compared to prices in the region pre UFO or early UFO days, when a commercial success like 'Mai Hoon Na' or 'Om Shanti Om' sold for Rs. 10 - 20 lakhs (approx) in 2004 - 2007.

Increasing box office revenues have transformed Assam into a major territory for Indian films in the eastern region. Most of the theatres in Assam now have improved sound systems to match UFO's digital picture quality. Thanks to increasing revenues from ticket sales, all major theatres have been refurbished with pushback seats and new food courts. It's an added bonus for film goers in Assam, who are today willing to pay for the quality and value proposition that are a part of UFO's Digital Cinema installations."

Theatres like Smriti Gopal Cinema and Sama Talkies (only one in Pathsala town), which were about to close down due to losses, have become active and vibrant again thanks to UFO Moviez. Post installations of UFO's Digital Cinema infrastructure, these theatres have undergone a complete renovation of the premises and now operate profitably. The Gold Digital Cinema chain is operating successfully with six screens in the region and is planning to increase its presence. Other multiplex chains like Cinopolis and PVR are also planning to start operations in Guwahati.

With UFO Moviez, the 'big picture' in Assam seems all set to get bigger and better!