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The New Age Entertainment- Silver Screen Digitised

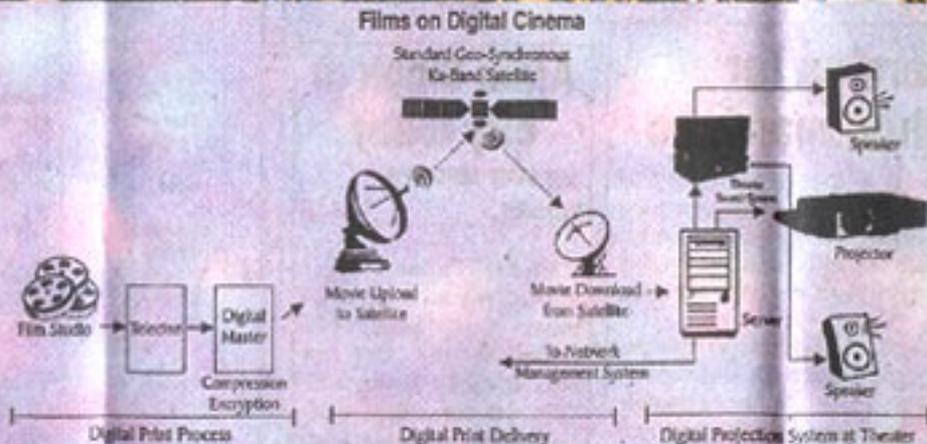
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Digital Cinema through satellite is the latest revolutionary technology in the industry of film viewing. Films are digitised and uploaded on satellite, which can be downloaded by film exhibitors all over the globe for screening. In Madhya Pradesh, there are about twelve cities, which use this high-end technology to screen the latest movies at theatres. The chief benefits of this technology are—it controls piracy, cuts distribution costs, films can be reached to far-flung areas in a matter of minutes and guarantees high quality digital cinema.

Piracy is the toughest enemy of the film industry today. With this system, piracy can be greatly reduced since there would be no prints floating in the market, which are secretly copied for illegal distribution. Secondly, buying prints is very costly for theatre owners as well as for the distributors. But when a film is on satellite then the distributors have to simply assign a code to the exhibitors to allow them to screen the film. Buying a print can cost anything from Rs 60000 and above. Therefore, getting access to films on satellite through a digitised code or password is much more convenient, faster



and economical than buying whole prints. The installation cost of the equipments for using Digital Cinema is between Rs 2 to 3 lakhs as refundable deposit. The equipments consist of a Cine Blaster (a CPU), monitor, UPS, digital projector and V-SAT. The



Technology behind Digital Cinema

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Digital Cinema has been adopted mainly in those towns and cities where transport of prints is difficult and there are problems of logistics. According to Abhishek Baheti, owner of Abhishek Talkies in Khandwa,

Digital Cinema is functioning efficiently. The digital films downloaded from satellite promise good quality and are easy to screen unlike screening of prints. At present, Digital Cinema is distributed in India by an organisation called United Films Organisers

UFO Moviez takes movies from the producer and puts them on satellite. Then UFO Moviez is in direct touch with the distributors and theatre owners and takes per show charges for the screening of digitised films. The latest blockbusters that have been released on satellite are Rang De Basanti, Zinda, Aksar, Taxi 9 2 11 etc. The first popular Hindi film that was digitised on satellite was Apoharan.

In India this technology has been implemented some of the states including Gujarat, Madhya Pradesh, Kerala, West Bengal, Tamil Nadu and Maharashtra. In Madhya Pradesh, Digital Cinema is running in twelve cities including Khandwa, Dewas, Depalpur, Hoshangabad and Itarsi, according to UFO Moviez MP regional manager Ashish Dubey. Big multiplex brands like INOX and PVR are in the process of installing this new technology in their theatres. However, it may still take a few months for this technology to fully function in Indore.