



Get set for 3D thrill

Firm plans to set up 3D screens in 100 cinema theatres by next month



REPRESENTATION PIC

BOBBY ANTHONY

bobby.anthony@mid-day.com

GET set for 3D thrills in neighbourhood cinemas as a digital satellite movie network firm is in the process of rolling out 3D projection facilities at 100 theatres across the country by next month. So far, Indian moviemakers were reluctant to make 3D content because there were fewer 3D screens available, said Kapil Agarwal joint managing director of UFO Moviez, which generates 45 per cent of the total box office revenues in India.

"By March 2013, we would have around 4,000

screens across India. Out of these, we plan to convert around 1,200 to 3D digital screens," he told MiD DAY.

UFO Moviez has a presence of 2,300 digital screens across 1,000 Indian cities, which are serviced through a Hughes Communication Satellite.

"But we are going to change all that through this initiative. At least 11 movies will be made in 3D format between 2011 and 2012. By mid-April, Haunted, a 3D movie made by Vikram Bhatt in keeping with international standards, will be released and this is expected to be the game changer for this genre. Until recently, it was a classic chicken or egg scenario. Now that the chicken is there, eggs are expected to follow, in terms of 3D movies. We expect more Indian and international movies to be made in 3D. So there won't be any lack of content," Agarwal added.

The company has already launched 3D screens across 50 odd screens.

In fact, the technology to digitally project 3D images

was not only perfected by the company as early as February 2010, but was also demonstrated to MiD DAY at the company's pavilion at FICCI Frames in March, 2010.

"We had shot the IPL cricket matches in 3D and also exhibited these in 3D across various locations, using a two-projector set up, which could be viewed using passive 3D glasses. We have already demonstrated the technology. Apart from logistics and demand, there is really nothing that stops us from converting all our digital screens to 3D. We may even look at taking our 3D digital projection technology abroad, after we have successfully rolled it out here," he said.

UFO Moviez is also planning to roll out its projectors and screens across the Middle East, China, Sri Lanka, Indonesia and Malaysia as well as Eastern Europe shortly. "We are already in talks with potential partners in these areas and we expect to see results in around three months," said Agarwal.