



➤ Digital cinema is death knell of analogue prints

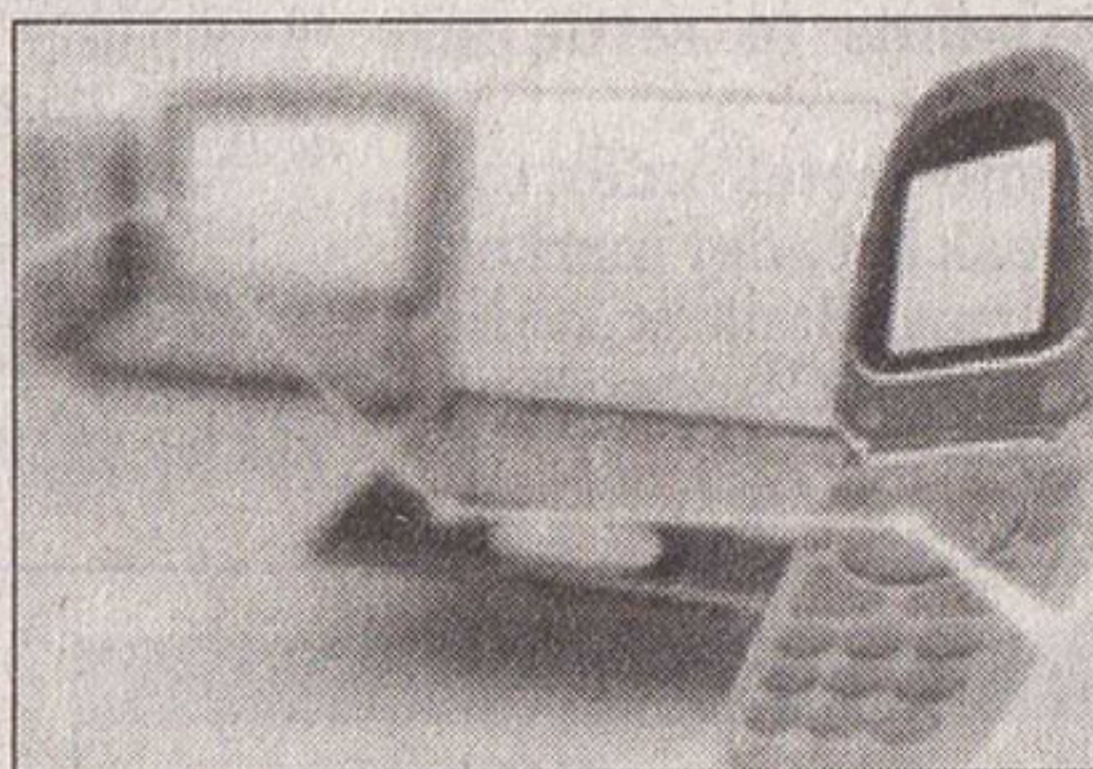
# Wave of smaller size cinemas to spring up in Goa shortly

NT NETWORK

**PANAJI:** While digital cinemas may be the death knell of the costly and bulky analogue prints in five to six years, Goa stands in the threshold of the next wave of infrastructure entertainment – the 150-seater to 200-seater cinema halls – will soon spring up.

Several of these smaller cinema halls are in the pipeline, attached to shopping malls; entertainment complexes and will spread out in vibrant villages, said the world's largest satellite delivered digital cinema network in Goa, attending the Film Bazaar at Marriot. UFO Moviez India Limited (UFO) since its inception in 2005 is probably the only company in the world to deliver MPEG – 4 high definitions content for digital cinema via satellite, said Mr Rajesh Mishra its CEO India – Operations.

The company has



revolutionised the way films are distributed and exhibited in India through its pioneering technology, infrastructure and unique pay per show business model, bringing in a 'first day first show' regime for film distributors and cinema halls across the country. UFO has distributorships in more than 2100 theatres in 26 states and 1000 cities installed with UFO Digital cinema system. Till date it has distributed 2,600 movies in 23 different languages aggregating to more than 5 million screening released on UFO platform. "We

have helped film industry in India to check piracy bringing in saving of Rs600 cores annually," said Mishra.

The company is investing in 3D technology to 1000 Indian theatres within the next two years opening new possibilities for the Indian Film Industry at large. Its 3D screens are displayed at the Film Bazaar. It plans to install 750 screens in the next two years. 3i UK, one of the world's leading investment funds dealing in technology and innovative products, has a strategic stake in UFO enabling it to fuel its ambitious growth plans.

The UFO Installed in Goa are: Cine Lata Margao; Cine Alankar Mapusa; Cine Kamal Ponda; El-Monte Cinema Vasco; Hira Talkies Bicholim; Goa Fun Pernem; and Jai Mahalsa Video Cine Ponda. UFO has already rolled out in Nepal and is looking actively at markets in Russia, Sri Lanka, UAE, Singapore, Malaysia and Indonesia among others.