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TECHNOLOGY is vast and undergoes changes by the day. Years ago, before the advent of VHS, we had never heard of piracy. In the days of piracy people withdrew themselves from the cinema halls that were showing films not worth a mention. From the VHS days piracy came down to the current day in the form of rampant piracy both in the audio and the video sector so much so, we again had to take the help of technology to counter piracy. The answer came in the form of digital cinema.

In its bid to create the largest chain of digital cinema houses worldwide by the year 2007 in the country, Valuable Media Pvt. launched *UFO Moviez*-the digital cinema network. Valuable Media Pvt. Ltd. is a subsidiary of Apollo International Ltd. and the path-breaking initiative spearheaded by founder directors Raaj Kanwar, Sanjay Gaikwad and Usman Fayaz who have already helped in installing digital exhibiting equipment in more than 100 digital cinema halls around the country.

O.S. Kanwar, Chairman and Managing Director, Group Apollo and noted filmmaker

Yash Chopra were there to do the honours of the launch ceremony. Speaking soon after the launch Kanwar said, "Earlier businesses used to drive technological applications and now technological applications are driving business models. The time is ripe for the entertainment sector to reap the benefits of technology as has been the case in the past for other sectors like travel, communications, infrastructure, medical research etc. *UFO Moviez Digital Cinema* is a prime example of how Indian technology whizkids have adopted technology to deliver the best of content even to the remotest Indian towns."

Digital Cinema is a new concept of distributing and exhibiting films. It uses digital media (DVD, Fibre Optics, Satellite transmission) instead of analogue media (prints) to record, transmit and replay images. Digital Cinema uses digital video projectors instead of the regular (analogue) projectors. It can store, transmit, retrieve and replay a huge amount of information exactly as it was originally recorded. There is more flexibility in Digital

FOR A CAUSE



Yash Chopra with
O.S. Kanwar

Cinema as the data can be manipulated at low cost. There are several advantages of digital cinema namely, savings on print cost, handling costs, no last-minute print orders, faster penetration, possibility of multi usage, long print life, curb on piracy, bigger promotional budgets, lower break-even costs and savings in running costs. All this was explained in detail by Sanjay Gaikwad, CEO and Executive Director, *UFO Moviez*. To the excitement of the audience he said, "For the first time in Indian film history, distributors and cinema owners will be able to offer 'First Day First Show' in as many as 2000 halls to film viewers."

UFO Moviez plans to enter into franchisee agreements with theatres on a revenue sharing basis as genuine service providers, without disturbing the existing business models operating in the industry between producers, distributors and exhibitors. The network will have a nationwide chain of regional dealers to provide maintenance and other services to theatre owners.

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