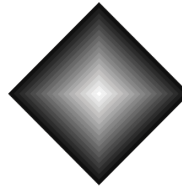


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Light Illusion
THE ART & SCIENCE OF DIGITAL IMAGING
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Light Illusion- **PRESS RELEASE** – Feb. 2011

Light Illusion & Annapurna Studios build State-of-the-Art DI operation in Hyderabad, India

Specialist digital film consultancy, Light Illusion, has been hired by Hyderabad based film group, Annapurna Studios Pvt. Ltd. to provide technological and creative assistance in building a new, state-of-the-art, Digital Intermediate (DI) operation from the ground up, that will be capable of high-end mainstream digital film projects for the Southern Indian film industry, as well as taking on international work through its association with Light Illusion.

Based in Hyderabad, India, Annapurna Studios aims to build on its existing film studios and associated infrastructure with development of the new DI operation, providing international level digital film services that are to be technically and creatively second to none.

Planning for the DI operation was started late 2010, with the first meeting between Annapurna's director, Ms. Y. Supriya, and Light Illusion in mid 2010.

Equipment decisions were made at the end of 2010, with every part of a digital film workflow defined by Light Illusion, from capture and scanning, through DI workstations, storage, and monitoring, visual effects and restoration, to network infrastructure, to final deliverables.

"Having met with Steve Shaw and Sundeep Reddy during the early stages of our planning it was obvious Light Illusion was an operation that could prove of immense value to our start-up DI plans" explains Y. Supriya, Director of Annapurna Studios. "We intend to build a world-class digital film facility here at Annapurna Studios, and the knowledge and expertise Light Illusion possesses will enable us to deliver on these plans."

The contract Light Illusion has undertaken is to both oversee the build and start-up of Annapurna DI, as well as to help build the business during its infancy. This includes technical and creative support; an area in which Light Illusion specialises.



"To be offered the opportunity of being involved in the planning and development of a new DI operation like this is quite amazing" adds Sundeep Reddy, Director of Light Illusion India. "No infrastructure existed for DI within Annapurna, with new premises having to be re-developed to suit the new digital film workflow needs."

Annapurna aims to be a centre of excellence for new feature film work both within India, as well as internationally, working in any resolution from SD & HD to 2K, 4K and beyond, and on any image format, be it traditional film capture or new-era digital cinematography, including multi-format deliverables.

With an emphasis on Digital Film workflows, but also keeping in mind the needs of traditional film, the equipment installed to fulfil the DI needs of Annapurna includes an SGO Mistika 4K+ DI system, interconnected by a state of the art SAN shared storage system, comprising some 80+TB capacity, with Cintel Ditto 4K scanner for film acquisition. For the DI grading room display monitoring is via a Penta Studioteknik professional grade monitor, combined in parallel with a Projectiondesign Cineo32 digital projector, with OmniTek waveform and vector scope providing technical monitoring. Closed-loop guaranteed colour calibration will be via Light Illusion's own LightSpace Colour Management System and X-Rite Hubble probe.

As the first DI project for Annapurna is slated for early 2011 it necessitated a blindingly fast build-up combined with operational training, all of which has been overseen and managed by Light Illusion, with the DI facility actually going live at the beginning of February 2011.

Light Illusion's involvement with Annapurna Studios follows on from years of experience in the Indian market, working with high profile clientele and projects; both of local and international origin, providing high end solutions matched to any given projects needs – technical, creative and financial.

ENDS



About Annapurna Group

Annapurna Group is a fast growing independent television and film production studio and one of the largest producers of film and television movies in South India.

Spread over 22 acres in Jubilee Hills, Annapurna Group has helped in the development of Film and related activities in this area and contributed towards making it a hub for the Film and Television industry.

Today, Annapurna's facilities are not only used for a majority of Telugu Films but also by major regional film industries in India and various C&S channels, and the film production arm has produced and financed more than 12 films in the past couple of years, as well as launched its first television series

To meet the demands of the growing Film & Television business in India, Annapurna Group envisages the development of a world class Media and Entertainment Facility including an Auditorium and Convention Center totaling nearly 3.1 million sq. feet of built up area.

About Light Illusion

Light Illusion has become one of the industry's leading figures in digital cinematography and digital intermediate operations, with support provided globally to production and post-production operations, as well as being provided to equipment manufacturers. Both Steve Shaw and Sundeep Reddy have numerous credits for feature film DI and grading work, as well as acting as digital film technologists helping to build global digital film operations.

www.lightillusion.com

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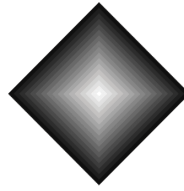
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Sundeep Reddy of Light Illusion India at the controls of Annapurna Studio's newly installed Mistika 4K Real-Time DI system