

Digital Praxis Ltd.

The Granary
Throcking
Buntingford
Herts
SG9 9RU
+44 (0)1763 281 699
+44 (0)7765 400 908
steve@digitalpraxis.net
www.digitalpraxis.net



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Digital Praxis to help build new Bollywood DI operation

Specialist digital film consultancy, Digital Praxis, has been hired by new Bollywood start-up DI operation 'FutureWorks' to provide technological and creative assistance in building an operation from the ground up that will be capable of mainstream DI film projects, as well as performing digital film restoration work on classic Bollywood films.

Based in Bollywood, Mumbai, India, FutureWorks aims to build on its existing audio business, Gaurav Digital, with the new stand alone DI operation.

Planning for the DI operation has been underway for some time, with the first meeting between FutureWorks CEO Gaurav Gupta and Digital Praxis being in May 2006 during the Mumbai Digital Cinema Conference, at which Digital Praxis' Steve Shaw was a guest speaker.

Equipment decisions have been made over the past months, with every part of a digital film workflow defined and equipment ordered, from scanning to DI workstations, visual effects systems to storage, dedicated restoration systems to network infrastructure, to film recording.

"Having met with Steve in Mumbai during the early stages of planning it was obvious this was someone who could prove of immense value to our start-up DI operation" explains Gaurav Gupta, CEO of FutureWorks. "In July 2006 Steve organised a run around Soho, London, to enable me to see some of the DI operations he has been involved with there - as well as a few he hasn't. This has helped immensely in understanding our workflow requirements and the problems we have to overcome if we are to become a serious player in this business."

The contract Digital Praxis has undertaken is for an initial year to both oversee the build and start-up of FutureWorks, as well as help build the business during its infancy. This includes technical and creative support, an area in which Digital Praxis 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 Steve. No existing infrastructure exists for FutureWorks, with



new premises having to be re-developed to suit. "It also inter-links well with the development of Axis Post in Shepperton Studios, and who knows, there may be some joint business opportunities available?"

FutureWorks aims to be a centre of excellence for new feature film work as well as providing classic film digital restoration, working in any resolution from SD & HD to 2K & 4K, and has located new premises in Bollywood, Mumbai, suitably close to other film industry operations, including the all important film labs.

Equipment ordered to fulfil the DI needs of FutureWorks includes a Quantel Pablo 4K DI systems, with a number of PC based assist stations running Quantel Effects software; a Thomson Spirit 2K film transfer engine with Bones data transfer system; da Vinci Revival restoration system; ArriLaser film recorder; Cine-tal TFT grade one monitor; OmniTek waveform and vector scope technical monitoring system.

Such is the pressure on FutureWorks that it started work on its first full-feature DI project 'GO' in a temporary setup while the full building and installation work was completed.

ENDS

About FutureWorks & Digital Praxis

Gaurav Digital has been providing audio post-production for some time through, based out of its Rajkamal Kala Mandir Studios facility in India. The new DI operation, FutureWorks, is a ground-up start-up, and will offer the best in DI post-production and digital film restoration, with film scanning, editorial, DI, vfx & restoration and film recording services based in Bollywood, Mumbai.

Digital Praxis 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. Steve Shaw, CEO, has numerous credits for feature film DI and grading work, as well as acting as digital film technologist in building operational workflows.

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For further information, please contact:

Steve Shaw

Digital Praxis

Phone: +44 (0)7765 400 908

Email: steve@digitalpraxis.net