

Digital Prints now far outnumber the analog prints

Mumbai, April 30, 2010: Eros has chosen to have a wide release of its movie 'Housefull' and very smartly chosen to have over 750+ screen on UFO digital system creating a high milestone in the history of Indian Film Industry. Eros' approach of releasing the movie across 750 cinemas was a strategy to serve the entertainment starved audiences as no major films were released over the last 90 days. The much hyped & meticulously marketed movie is aiming at gathering mind boggling revenue of approximately 40%-50% in its first week out of the Box office bookings across the country on UFO system alone according to trade sources.

UFO Moviez an indigenously developed technology wherein movies are downloaded into cinema halls via satellite in a digitalized format was established in 2004 where it contributed to 15% of box office collection. Today with over 1900 theaters under its belt, it is the largest digital satellite cinema network in the world which will contribute proximately 40%-50% towards box office revenue.

Eros has thus eliminated the cost of prints & also enabled the First Day First Show privilege even from big cities to small towns & hamlets in India. This obviously gave a fillip to the box office collection.

However, this is for the first time that UFO Moviez crossed the important milestone of 750 theatres for a film which is expected to garner bumper revenue .UFO Moviez currently contributes 40%-50% of the revenue for the film industry & this wide release will also curb piracy remarkably. Increasing number of producers have been following the digital path with a possible 80% digital prints to increase their revenue & widespread release.

Commenting on this mammoth success a jubilant Pankaj Jaysinh, COO – UFO Moviez India Ltd, said that UFO is glad to be associated with such great projects and it only goes to prove that the future belongs to Digital Transmission of movies & predicts a gradual decrease in the analogue prints. He attributed this success to the entire UFO team and trustrepost by producers, distributors & exhibitors in UFO Moviez.

About UFO Moviez India Ltd.

UFO Moviez founded by the Valuable Group and jointly promoted in association with Apollo International Limited, is the largest chain of satellite based digital cinemas in the world with more than 1900 theatres across India. UFO Moviez beams digitally mastered high quality movie images through satellite directly to cinema halls facilitating wide release of any film without any additional cost in prints for content owners and unprecedented viewing pleasure to movie viewers alike and has till date screened more than 3.8 Million shows all over India. UFO has revolutionized the way films are distributed and exhibited in India through its pioneering technology and infra-structure, UFO MOVIEZ envisages a 'FIRST DAY FIRST SHOW' regime for film distributors and cinema owners across the country.

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