

## **UFO Moviez launches next-generation Digital 3D Technology in India: To invest in equipping 1000 cinemas across the country with 3D Digital Cinema Solution**

**Mumbai, India, June 2, 2010** – UFO Moviez India Ltd., world's largest satellite based digital cinema network with close to 2000 digital screens across India, today announced the launch of its next-generation 3D Digital Cinema solution. As part of the 3D roll out strategy, UFO plans to enable 1000 screens all over India at UFO's investment over next two years, of which the first 500 screens will be converted by end of current year.

UFO Moviez will be pouring in their own investments to provide state of the art digital cinema systems with satellite based delivery of 3D content to theatres across the country. Equipping multiplexes and single screens across the nation with 3D system will widen the reach of 3D content in India. UFO moviez showcased their 3D capability through the exhibition of live IPL 2010 matches across 70 cinemas which provided a never before experience to the viewers. UFO's move to convert 1000 theatres for 3D exhibition will act as a catalyst for the Indian film makers to take up 3D based content projects. Currently, the Indian film industry is dependent on expensive and unaffordable 3D technology propagated by the west. At a dismal 70 3D-ready screen across the country at present, it is unviable for Indian filmmakers to venture into 3D content development. As a result, the Indian film industry is totally dependent on Hollywood based 3D content and the India audiences are deprived of enjoying the Indian 3D content. UFO's cost effective yet high tech next generation 3D systems will provide an impetus to carry forward the movement for 3D content generation within the Indian Film industry, more so since UFO will be investing in the roll out.

*"This is a win-win for exhibitors and studios that will generate immediate additional revenues from greater attendance and 3D ticket premiums on the one hand, while the Indian audiences can enjoy locally created 3D content on the other. This will provide a bridge for the digital transition to 3D within the Indian film fraternity"* stated **Kapil Agarwal, Joint MD, UFO Moviez India Ltd.** He further added *"3D is the next game changer for the Indian film industry. UFO is committed to bringing in this next wave of change with an innovative business model. This initiative is an important step in our strategy to leverage the future growth potential of 3D technology. UFO's thought leadership and innovation seeks to deliver great services that will provide wider access to audiences to compelling content, whenever and wherever."*

International film-makers consider India as one their biggest markets but only a handful of Hollywood films are released in our country. The number of 3D films made in a year is far greater. The global demand for 3D content has increased manifold and India has not been able to cater to 3D products due to lack of infrastructure.

Said **Ameya Hete Director UFO Moviez**, *"3D technology has evolved with time over the years. With many flavors of 3D systems available in the market the choice of the appropriate technologies and their integration has a direct impact on the quality of 3D. It is very hard for the theaters to make a choice of the correct technology for their theaters and the wrong choice can have long lasting cost implications. Having leadership in the digital media delivery and exhibition space, UFO has now developed an end-to-end platform for the ingestion, distribution and exhibition of 3D content that makes 3D easy for content providers, exhibitors and the consumers."*

*"In a manner similar to the roll out of UFO digital cinema across India, this venture too marks UFO's foray in bringing out an integrated business model for 3D services. "We realize that till we have a critical mass of 3D ready screens in India, the flow of content will not start. As such we will create an ecosystem to foster 3-D content in India. Not only will UFO invest in 3-D screens but also make significant investments in creating an infrastructure to create 3-D content. UFO will soon provide end-to-end business solution and services ranging from acquisition, post production to exhibition of 3D content"*, said **Agarwal of UFO Moviez**.

The industry response to UFO's initiative has been very encouraging.

*"UFO Moviez has brought international technology and quality to our doorstep. With their latest offering of 3D enabled screens, UFO has empowered filmmakers to be more creative and play with ideas to give authentic and entertaining content to the audiences. We are bound to see greater content because of this new development",* stated noted **Film Maker Rakesh Roshan**.

**Alok Tandon, CEO INOX Leisure** said *"In the recent past, 3D movies have had a successful run with Indian movie-goers which shows that the audiences are accepting and are happy with the 3D experience. Additionally, given the technological advancement and creativity that is associated with 3D one is inclined to believe that this will lead to a better movie going experience for audiences and hence 3D will have a deeper penetration in Indian theatrical geographies in times to come. It is heartening to know that UFO Moviez is associated with 3D technology"*

*"Introduction of a 1000 3D screens will help bridge the demand supply gap of 3D. Now UFO will help us in serving our audiences across India which is very important for a Pan India multiplex chain like Cinemax. With this we see a changing scenario for even the Hollywood Studios content for the India market",* stated **Devang Sampat , Sr. Vice President , Cinemax**

**Distributor Arun Mehra of AUM Moviez** commented *"UFO Moviez has always been the harbinger for the revolutionary changes in the film industry. Be it technology or content, it has always opened up new streams of revenues bringing in cost effectiveness and transparency. This 3D venture is another amazing offering from UFO Moviez benefiting the entire film industry. Now alongwith Multiplexes single screen cinemas in India too will be able to take part in the 3D revolution sweeping the entertainment world."*

#### **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 almost 2000 theatres across India, including 30% of Multiplex screens. 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 4.2 Million shows all over India and has released 2180 movies till date in 21 languages. 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. UFO Moviez has been providing its technology solutions to quality conscious Indian audiences. Recently, UFO also demonstrated its capability of showing live IPL matches in cinemas across the country, both in 2D as well as 3D. Currently, UFO is the market leader in digital cinema market with close to 80% of the total market share.

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