

SCRATCH for better visual effects

Tuesday October 9 2007 11:58 IST

Express News Service

HYDERABAD: THOSE who came under the spell of Black magic would have wondered at the amazing visuals in the film that perfectly matched the mood of the sequences.

The secret behind the intense, striking visuals of the Amitab Bachchan-starrer is the use of a post-production process called Digital Intermediate (DI). Almost all the recent films like Aamir Khan's Rang De Basanthi and Rajnikant's Sivaji had gone through DI.

Assimilate, an MNC, launched a DI software, Scratch for the first time in the country in the city on Monday. Though other DI software products are available in the market, the company officials claimed that Scratch was the most costeffective DI solution.

On the occasion, several people from film circle, Ajit Nag and representatives from Ramanaidu Studios, Annapurna Studios, Padmalaya Studios and postproduction firm Prime Focus turned up and watched its demonstration at a star hotel here.

"The software is used for post-production colour correction. Once a film is shot it is converted into a digital format and then colour correction, incorporation of visual effects and finishing is done step by step," said Manish Beher, a specialist in post-production from Benchmark which is distributing the software in India.

M Arul Murthy from Chennai, the MD of Digital Magic Visuals Ltd who bought Scratch software a month ago, said, "Instead of going through two to three processes in postproduction, we're now able to do it in a single set-up."

“Apart from improving the quality of the film, we can save 25 per cent of time also,” added Murthy, who earlier worked with directors like Dasari Narayana Rao and Singeetham Srinivasa Rao.

The software would also help convert visuals shot in the day as night visuals.

Nacho Mazzini, vice-president, sales of Assimilate said, “Using the software one can save 70 per cent of the post-production cost. Priced at \$100,000 the software comes at one third the price of similar products in the market.”

As the Tollywood is churning out a good chunk of films every year, the company aims to capture the market here. According to the organisers, though DI is being used increasingly in Chennai and Bollywood, its application is yet to pick up in Tollywood..