

BROADCAST & VIDEO - NEWS & TECHNOLOGY

ALL INDIA BROADCAST MANUFACTURERS AND DISTRIBUTORS ASSOCIATION CONDUCTS THE FIRST BOARD AND AGM

All India Broadcast Manufacturers and Distributors Association, AIBMDA, the voice of the broadcast equipment and broadcast software industry in India convened first board and general meeting with an agenda of strengthening Indian broadcast equipment and technology manufacturers and the Indian broadcast industry.

The meeting was attended by 27 senior managers from 25 leading manufacturers and distributors of broadcast equipment in India including AGIV, Advanced Telemedia, Avtech Digital, BEL, Cinecita, DBI, Datavideo, Essel Shyam, Falcon Technologies, Harman,



Members of AIBMDA during the first board and AGM in New Delhi

Hansa Cine Equipments, Harris, Rohde & Schwarz, Sennheiser, Setron, Technomedia and VTI. Mr.K.Subramanian, CMD, BECIL.

The meeting resolved to increase its base by bringing PSUs like BEL and ECIL into its

fold. The meeting also finalizedSM the fee structure and categories of membership of AIBMDA. The AIBMDA has made formed in February 2008 has made a impressive stride and established itself under the dynamic leadership

of Satish Aggarwal, President of AIBMDA and S C Oberoi, Secretary of AIBMDA.

Currently there is a vacuum within the broadcast industry. There is no effective association which can lobby with the government on the various issues confronting broadcast distributors and manufacturers. The AIBMDA has a critical role to play in safeguarding the interest of its community.

India is one of the largest emerging broadcast markets in the world and there is a huge potential and role for the AIBMDA to give a direction to the industry as currently India is making a transition to digital. .

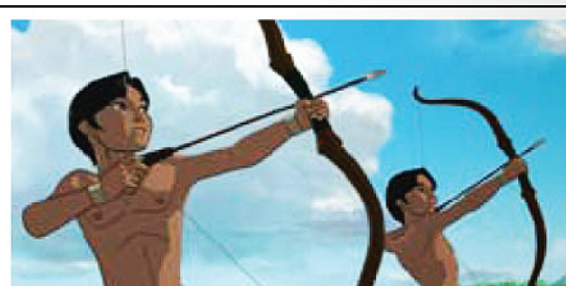
ASSIMILATE EXPANDS SUPPORT FOR SCRATCH IN INDIA WITH DOTS TECHNO-CREATIVE SOLUTION

Assimilate, a leading global provider of post-production tools for digital cinema and broadcast workflows further expands its sales and technical support in India with the appointment of reseller DOTS Techno-Creative Solution. In response to India's demand for high-quality file-based workflows to support its burgeoning market, Assimilate opened a division for its SCRATCH product line in Mumbai in October 2011.

"SCRATCH and SCRATCH Lab are rapidly gaining momentum in India because they deliver a first-class experience to all levels of operators, artists, and filmmakers," said Prasenjit Sengupta, Director of Sales for India at Assimilate. "It's been an exciting time for us as we continue to expand our network in India, and we are extremely pleased that DOTS Techno-Creative

Solution is now on board with us all across the country. Their reputation for service, as well as

industry knowledge, is a perfect fit for ASSIMILATE as we continue to fuel our growth in India".



Arjun – The Warrior Prince a 3D animated feature film created by VCL

Arjun: The Warrior Prince, a 2D film with a 3D look is created by Tata Elxsi VCL. Several animation software were used to create the movie, like Autodesk Maya, Pixar Renderman, Massive for the crowd sequences, Real Flow for the water scenes and fume effects for the fire sequences.

XOR MEDIA AND SOFTEL TEAM UP

XOR Media is to collaborate with Softel to offer an automated, file-based subtitling and closed captioning system for broadcast networks.

Whether it is to subtitle programs for a global audience or to comply with regulations for viewers with sensory impairments with closed captioning, demand is growing for these services. XOR Media and Softel recognize this need and together offer a fully file-based subtitle and caption workflow solution. In modern workflows, MXF files are directly imported into the Universal MediaLibrary storage or encoded by the MediaClient codec server.

Softel's Swift Create offers subtitling and closed captioning QC. Softel inserts subtitles and closed captions directly into the MXF packets with the workflow being file-based.