Prime Focus World wins International 3D Society Award for "Gravity"

Mumbai, January 29, 2014: Prime Focus World (PFW) has won the award in 'Outstanding 2D to 3D Conversion in Theatrical Motion Picture' category for its spectacular work on Gravity at the International 3D & Advanced Imaging Society's Creative Arts Awards held in Los Angeles on January 28, 2014.

Founder and CEO of Prime Focus World, Namit Malhotra received the award at a glittering function at the Warner Bros. Studios attended by the who's who in Hollywood. Prime Focus World was the exclusive 3D conversion partner for hugely successful films like Wizard of Oz, World War Z, Star Wars: Episode I, II and III (The Phantom Menace, Attack of the Clones and Revenge of the Sith), Harry Potter and the Deathly Hallows: Part I and II, Transformers: Dark of the Moon, Narnia: The Voyage of the Dawn Treader and Avatar. PFW's proprietary View-DTM technology is the industry's most sought after 2D to stereo 3D conversion process renowned for its speed and quality of conversion.

"We accept this independent industry recognition with great humility and pride. We consider the opportunity to work on Gravity alongside Warner Bros. Pictures and Alfonso Cuaron a rare privilege and honor. This recognition means a lot as it validates our creative credentials to deliver high quality work to the world's most advanced film making community, Hollywood", said Namit Malhotra after receiving the award.

Gravity won more awards including Live Action – 3D Feature, 3D Scene/Moment of the Year and Stereography – Live Action.

About Prime Focus World:

Prime Focus World ('PFW'), a subsidiary of Prime Focus Limited, provides 2D to 3D conversion, visual effects and animation services to major media and entertainment companies. PFW has brought its expertise to many wide release Hollywood films, including Gravity, White House Down, Wizard of Oz, The Great Gatsby and World War Z, along with previously released Men in Black 3, Star Wars I, II and III, Dredd 3D, Total Recall, Tim Burton's Frankenweenie, Harry Potter and the Deathly Hallows: Part I and II, Narnia: The Voyage of the Dawn Treader, Resident Evil: Retribution, Green Lantern, Immortals, Wrath of the Titans, Mirror Mirror, Transformers: Dark of the Moon and Avatar. Prime Focus World has global operations with a presence in key centers of creative content production – Los Angeles, New York, London, Vancouver, Beijing and Mumbai.

For more details please visit www.primefocusworld.com

About Prime Focus Limited:
Prime Focus Limited, a global leader in media and entertainment industry services employs over 4,300 professionals in 10 facilities across 3 continents and 4 time zones. We provide end-to-end creative and technical services including visual effects, stereo 3D conversion, video/audio post- production, digital content management and distribution, Digital Intermediate, versioning and adaptation, and equipment rental to the Film, Broadcast, Advertising and Media industries. Prime Focus is behind path breaking technologies like CLEARTM (Hybrid Cloud technology enabled Media ERP platform) and View-DTM (stereoscopic 2D to 3D conversion). Leveraging our Global Digital Pipeline and pioneering delivery model WorldSourcing® we partner content creators at every stage of the process ensuring work flow efficiencies, cost optimization and creative enablement. Listed on the BSE and NSE of India, Prime Focus has operations in Los Angeles, New York, Vancouver, London, Mumbai, Bangalore, Chandigarh, Delhi, Kolkata and Hyderabad.

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