

January 09, 2012

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| <b>The General Manager</b><br><b>Corporate Relationship Department</b><br><b>The Bombay Stock Exchange Limited</b><br>Phiroze Jeejeebhoy Towers,<br>Dalal Street,<br>Mumbai - 400 001<br><b><u>BSE Scrip Code: 532399</u></b> | <b>The Manager</b><br><b>Listing Department</b><br><b>The National Stock Exchange of India Limited</b><br>Exchange Plaza, 5th Floor, Plot No. C/1, G Block<br>Bandra Kurla Complex, Bandra (E)<br>Mumbai - 400 051<br><b><u>NSE Symbol: RELMEDIA</u></b> |
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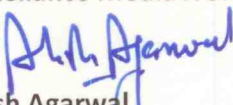
Dear Sirs,

**Sub: Press/ Media Release**

Please find enclosed a copy of the Press Release being issued today by the Company.

Thanking you,

Yours faithfully,  
For Reliance MediaWorks Limited

  
**Ashish Agarwal**  
**Company Secretary**

Enclosed: a/a

Media Release

## **Reliance MediaWorks' 'Lowry Process' to be honored at the Academy of Motion Picture Arts and Sciences' Scientific and Technical Awards 2012**

***First Indian Company's technology to be recognized at the Scientific and Technical Awards***

***Reliance MediaWorks has applied its proprietary image processing techniques to restoration projects like the James Bond franchise, Rashomon, The Life and Death of Colonel Blimp, as well as to new features from James Cameron's Avatar to David Fincher's Social Network and Zodiac***

Mumbai, January 9, 2012 — Reliance MediaWorks Ltd, India's fastest growing film and entertainment services company and a member of the Reliance group, has had members of its Global Imaging Technology Center selected to receive the revered Academy plaques at the Academy's Scientific and Technical Awards 2012.

The prestigious award will be received at the ceremony on February 11, 2012 by John Lowry, Ian Cavén, Kimball Thurston, Ian Godin and Tim Connolly. The latter three continue to be associated fully with the Reliance MediaWorks' Global Imaging Technology Center in Burbank, CA, advancing the state of art in image processing technologies being recognized.

The Award is for the development of a unique and efficient system for the reduction of noise and other artifacts, thereby providing high quality images required by the filmmaking process. As per Academy notification, the achievement demonstrates a proven record of contributing significant value in the space of science and technology for the process of making motion pictures.

Reliance MediaWorks Burbank has developed sophisticated proprietary software that delivers unparalleled results for a variety of applications including restoration, remastering, SD to HD upconversions, large format films, new production emergency work, 3D correction, 2D to 3D conversion, and many more related to the media and entertainment industry.

The Company's body of work includes film restoration for classics like Citizen Kane, Singin' In The Rain, Casablanca, Sunset Boulevard, the Indiana Jones trilogy, the early Star Wars films, twenty James Bond films, and numerous classic Disney animated films. Due to the unique challenges of digital capture, our services continue to be in high demand with newer productions like Avatar; The Social Network; The A-Team; Eat, Pray, Love; and The Curious Case of Benjamin Button.

On being selected to receive an award, Kimball Thurston, lead Scientist at Reliance MediaWorks' Technology Centre says "Being selected for this award is a very rigorous process, which proves that the technology that started well over 10 years ago has become a powerful tool in the movie making space, and that our peers and customers in Hollywood respect the technology as a unique offering. I am extremely proud to have helped create this technology and be honored with an award, and also proud of the rest of the team at RMW Burbank who continue to move the bar forward."

Commenting on this achievement, Anil Arjun, CEO of Reliance MediaWorks said, "We are extremely proud of the team and their invaluable contribution towards the development of the proprietary image processing technology. Technology and innovation has been the cornerstone of our strategy and it is a great honor for the Company to have its technology and members receive this prestigious recognition from the Academy."

### **About Reliance MediaWorks Ltd:**

Reliance MediaWorks Limited is India's fastest growing film and entertainment services company and a member of the Reliance Group.

Reliance MediaWorks currently has a dominant and comprehensive presence in Film Services: Motion Picture Processing and DI; Film Restoration and Image Enhancement; 3D; Digital Mastering; Studios and Equipment rentals; Visual Effects; Animation; TVC Post Production with presence across India, USA, UK, Russia and Japan.

Reliance MediaWorks operates BIG Cinemas, India's largest cinema chain with over 530 screens spread across India, the United States, Malaysia, Nepal and Netherlands.

Reliance MediaWorks' television venture, BIG Synergy, is among the top players in the television programming industry.

[www.reliancemediaworks.com](http://www.reliancemediaworks.com)