

Prime Focus Goes Global

Prime Focus, today announced the transformation of its global facilities - Prime Focus London, blue and Machine (UK), Post Logic and Frantic Films VFX (USA) and Prime Focus Group in India - into a single global company under a new Prime Focus brand. With over 1200 people employed worldwide, Prime Focus offers genuine end-to-end creative and technical services from pre-production to final delivery.

To coincide with the rebrand Prime Focus is announcing View - a proprietary 2D-to-3D conversion process that allows filmmakers to efficiently create stereoscopic 3D movies from source material shot on virtually any medium. Michael Fink, president VFX worldwide, Prime Focus said: "With View-D, we're offering the industry an exciting new production method to convert both library titles and new releases to terrific stereoscopic quality in considerably less time than other methods."

Alongside View-D, Prime Focus will also be announcing CLEAR - its proprietary web-based media asset management service, which manages the entire lifecycle of content from production to distribution, and offers a secure, fast and reliable digital delivery platform. This also enables the Prime Focus 'global digital pipeline' by seamlessly interconnecting the 15 Prime Focus offices around the world.

"This rebrand represents the coming together of all our companies around the world. With this, and the launch of our exciting new products, our goal is to communicate our ability to provide entertainment producers with a Hollywood-calibre experience, whether they're working with a Prime Focus facility in Mumbai, LA, London or New York City," said Namit Malhotra, founder and ceo, Prime Focus.

The rebrand will be unveiled at spectacular launch events in London, Los Angeles and Mumbai where Prime Focus will showcase its new global initiative and celebrate in style - with performances by the renowned Shiamak Davar Dance Company.