

Camera calling

A TECH STUDIO FOR FILMMAKERS



A Red One camera from Editfx captures Mahima Chaudhary for an Icore commercial at Dassani Studio

Two Red One cameras, four edit bays, one high-definition preview theatre with Digital Intermediate (DI) facility, a 3D animation and a VFX studio — all under one roof at 122 Southern Avenue.

Editfx, a 2,200sqft studio that opened just a month ago with a range of expensive pre and post-production facilities, has given Tollywood filmmakers one more reason not to hop on a Chennai/Mumbai flight for post-production work.

“When we started the studio five years ago, it was used for television work only. Later we realised that a state-of-the-art studio would be ideal for Tollywood as there’s none in Calcutta. A producer can now save not just money but also his time,” say Harcharan Singh and Anurag Chirimar, partners of Editfx.

The Red One cameras are on hire for Rs 17,000-20,000 a day. “Shooting on a Red One camera brings down the cost of raw stock. Besides, you can edit as you shoot and also see the preview. The impact, resolution and picture quality are five times greater than on a 35mm camera,” explains Singh.

Director of photography Avik Mukhopadhyay is currently shooting his directorial debut, *Ekti Tarar Khonje*, with a Red One camera from Editfx. “Avik wanted to shoot with a Red One camera. We will also do the film’s DI here.... The only drawback of Editfx is that you can use its DI facility only if you are shooting with a Red One camera. For films shot on 35mm, you’ll still have to fly to Chennai or Mumbai,” says *Ekti Tarar Khonje* producer Aniruddha Roy Chowdhury.

For DI, a producer has to shell out Rs 2-10 lakh, depending on the film’s budget. “DI lends gloss to a film. It enhances the picture quality and hides glitches like faded colour,” adds Singh. Milan Bhowmick’s yet-to-release film *Krishna* had its DI done at Editfx recently.

But it’s the ad filmmakers who are finding the Red One cameras really handy — the Biskfarm and Simoco commercials shot with cameras hired from Editfx are already on air.