



## Rajinikanth, now larger than life: *Sivaji* 3D trailer unveiled

Written by: Sam Daniel | Tuesday, August 14, 2012 (Chennai )

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Tamil superstar Rajinikanth's blockbuster *Sivaji* would soon entertain fans in 3D.

It's Rajinikanth's first movie in three dimension and the excited actor himself was present at the launch of the film's trailer on Monday (August 13) in Chennai. The 3D version is slated for a post September release in Tamil, Telugu and Hindi.

The conversion of the blockbuster, producers say was kept a secret and Rajini himself was taken by surprise when he was shown the film three weeks ago.

He says "3D is the future. My next venture *Kochadaiyaan* is a 3D film. It's practically difficult to make a 3D film in a regional market; to put up huge sets and shoot. So we thought of doing an animated 3D film".

M S Guhan, Partner AVM told NDTV: "It took a year to complete this project; 400 people worked in three shifts and the conversion has come out very well".

He added: "Unlike the normal conversion in which the left eye images are retained, we've restored images of both eyes and this has made the outcome excellent and fans would love it".

Fans would not have to wait for tickets. Rajini in 3D would be shown on maximum screens; its like carpet bombing to reach out to a large audience in one go. In Tamil Nadu alone 400 of the 1000 digital screens are 3D ready.

Guhan said: "We would want to try and increase this; it would require adding some equipment for each screen. we are holding talks with UFO, Qube and PSD on this."

The big idea of *Sivaji* in 3D came from Prasad EFX, the digital wing of Praad Labs which has done lots of portions of Hollywood movies. This is their first full fledged film venture and realising the business potential soon AVM signed a joint venture with Prasad.

Happy with the outcome the producers are now looking for the right date to release.

Guhan added: "September is also the season for many Hollywood releases and we would choose a period that doesn't clash with any of them".

*Sivaji*, a political thriller that brought together the formidable trio of Rajinikanth, Shankar and A R Rahman turned out to be a blockbuster in 2007 and struck gold.

It hit more than 750 screens worldwide and 300 screens each in Tamil Nadu and Andhra Pradesh alone.

With the superstar making his debut in 3D there's already quite a buzz among his fans waiting for a treat from their entertainment boss. Will 3D Rajini outperform the 2D boss?

The makers say the fans would not be disappointed and here is what wowed the superstar himself who says: "First they showed me the *Sivaji* song, I was awe-struck. I asked them to be play it again and watched it thrice. If this has come out so well, you can imagine how other songs would be, Sahana and Athiradi. They would be superb".

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The most over-hyped actor and a great human being.

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@Puneet: Khans are over-hyped actors.They are no way near to Super Star Rajini.

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@vstm81: the article doesn't talk about khans, well good that you mentioned, they are over-rated indeed except for Aamir Khan.

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@puneet: i agree with you but there are actors like kamal hussan who act good. srikant is bald .... should not act

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@Puneet: ppl may think he is not a good actor...but in my books, he is an awesome actor..his acting skills are evident in his old films johnny, 6 to 60, mullum malarum....but he changed track (to only action oriented films) because no one can compete with the great actor - Kamal..both are awesome better than the Khans of bollywood (except aamir)

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 **Abdul Khadar M** 3 months ago

@Puneet: Bro, He is one among the best actors in Indian Industry. I beleive you've watched his movies off-late. He is in this industry for more than 25 yrs. Here are few movies of him for you to enjoy his flawless acting. Mullum Malarum, Uthiri Pookal,Johny,Apporva Raagangal, Avargal, Moondru Mudichu, 16 vayathinile, Bhairavi, Thillu Mullu and more. If you are a movie buff these are must watch recommendation. Get your facts right before commenting on anyone :-)

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