

T3Media partners with Prasad Group for film scanning and preservation

Partnership provides the first globally accessible end-to-end solution for film archive preservation and monetization.

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Chennai, India — Prasad Group, India's largest post production house announced today that it has partnered with the T3Media, Inc. (formerly Thought Equity Motion)—a leading provider of cloud-based video management and licensing services— to provide content owners worldwide with best-in-class film scanning up to 4K, preservation, restoration and access services.

“As film ages and deteriorates, content preservation is imperative and Prasad's digital film restoration services are a great asset for our customers,” said Mark Lemmons, Chief Technology Officer at T3Media. “With our partnership, today's content owners can ingest, manage, consume, deliver, and monetize their assets anytime from any location worldwide. Our partnership will help content owners reduce and eliminate capex, integration investments, facility costs, and more.”

Together T3Media and Prasad will provide a flexible, high-scale solution for content migration (film and videotape) into a cloud-based digital management platform, which allows for on-demand access. Through this partnership, customers will benefit from onsite film scanning services, LTFS storage, full-resolution delivery capabilities, proxies, and rich metadata toolsets.

“With the combination of T3Media's proven video management platform and our award winning technology for digitization integrated with our scalable preservation and restoration services , content owners anywhere in the world can now preserve and access their libraries easier than ever before, regardless of their library size,” stated Sai Prasad, Director at Prasad Group, “In many cases content owners are hesitant to physically move their libraries, so we are setting up onsite scanning and digitization operations at their facilities so customers don't have to worry about potentially disrupting or damaging their archives. With T3Media's advanced metadata tools content owners can locate specific moments within their archives within seconds, which is a huge asset when delivering and monetizing content.”