



## USL-WOA Enhances End-to-End Discreet Workflow With New fire and smoke Systems

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USL-WOA Now a One-Stop-Shop for Film and Commercial Post-Production and Visual Effects

MUMBAI, India, Jan. 6 /PRNewswire-FirstCall/ -- Discreet, a division of Autodesk, Inc. (Nasdaq: ADSK) has sold its fire(R) and smoke(R) editing/finishing systems to one of India's leading visual effects and post-production facilities, USL-WOA. With an anticipated workload of 200 commercial and 25-30 film projects in the coming year, USL-WOA required new editing technology of the highest possible quality and performance to upgrade its production capabilities. This need led USL-WOA to add fire and smoke systems to an existing workflow based on Discreet solutions.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20031016/SFTH007LOGO> )

USL-WOA is the post-production and visual effects division of UTV, one of the most prominent integrated media and entertainment companies in Asia. Based in Mumbai, India, the division operates under the combined banner of United Entertainment Solutions Ltd.

"We have partnered with Discreet since 1996, and Discreet is the foundation upon which the facility has been built," said Indranil Ghosh, General Manager, USL-WOA. "We owe our success to our decision to go with Discreet technologies eight years ago. With the company continuing to advance the industry by rolling out new products and software versions, we simply felt we did not have to look elsewhere when we could stay with Discreet and let them take us into the future. We foresee that the new versions of Discreet's fire and smoke systems will empower our artists to push the envelope further and turn out even better work in less time."

The new Discreet systems at USL-WOA will be used to service existing commercial clients as well as to pursue projects in feature film visual effects and theatrical trailers from both third parties and UTV Motion Pictures. Ronnie Screwvala, CEO of UTV, recently turned to USL-WOA to create a 28-minute visual effects sequence for the Bollywood film "Lakshya," which he also co-produced.

Screwvala said, "Discreet systems give USL-WOA artists a sophisticated edge, allowing their incredible effects work to rival that of top Hollywood studios. The level of realism achieved in the 'Lakshya' effects marries digitally enhanced shots seamlessly with material that was shot practically, making the two indistinguishable to the viewing audience."

While USL-WOA maximizes the entire palette of tools and features in the fire and smoke systems, its artists constantly depend on the systems' 3D DVE, master keyer, text, colour correction, tracking, edge-detect, glows, lens, soft defocus and rack defocus. USL-WOA is also a heavy user of Discreet sparks(R) plug-ins, such as Sapphire from GenArts and Monsters by SpeedSix Software Ltd.

"We are thrilled that USL-WOA, one of the top post-production houses in India, has put so much faith and value in Discreet products," said Paresh Khara, director Asia Pacific for Discreet. "We are continually amazed at the high quality and volume of effects work that comes out of this facility, and look forward to viewing the project successes completed with their new fire and smoke systems."

### About USL-WOA

Over the past 10 years since its inception, USL-WOA has completed 500 plus commercials and promotions for more than 50 films. This includes collaborations with India's leading commercial and film directors and producers, including Nirvana Films, Mad Films, Highlight Films, Footcandles, Trapeze, Big Picture and Trends, among others, and campaigns for such key brands as Coca-Cola, Pepsi, Mentos and Motorola.

### About UTV

UTV has grown from a television production house into a diversified group of related businesses focused on the production, distribution and promotion of television programs and motion pictures. Among the top ranks of India's advertising production community -- the company won seven IAAFA Awards, three Zee Viewer's Choice Awards and two RAPA Awards. In the last several years, UTV has worked with some of the country's biggest brands, and produced numerous high-profile television campaigns. The post-production, visual effects and sound production services offered by USL-WOA give UTV a distinct advantage in being able to offer feature film and commercial advertising clients leading-edge creativity in a "one-stop shop".

### About Discreet

Discreet empowers media professionals to realise the visual experience and transform their most evocative and ambitious visions into reality. Discreet's award-winning solutions are designed for digital media creation, management and delivery -- across all disciplines from film and television visual effects, colour grading and editing to animation, game development, web/interactive, and design visualisation. Discreet is based in Montreal, Quebec and is a division of Autodesk, Inc, the world's leading design and digital media creation, management, and distribution company. Product and corporate information: [www.discreet.com](http://www.discreet.com).

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