

UFO MOVIEZ REVOLUTIONIZED THE INDIAN FILM INDUSTRY

The Whistle, Scream and Clap, vented from a cinema hall had been seen more as a tool to measure the success of a movie in earlier days.

Today- things have evolved, it's no more a game of one person and the theatre owner; as it has multiple stakeholders such as Producers, Directors, Content owners, Ad-creators, Influencers and Investors those have involved. To meet up with all the requirements and retain the investor value UFO is the only company that has walked the extra mile beyond its time.

UFO has been a catalyst in the Industry who has played a pivotal role in technologizing the country's cinema Industry. Along with bringing-in the cutting-edge technology, UFO Moviez has played a major role in creating a more conducive and transparent business environment in the cinema industry that has been going through a multiple level of challenges then. UFO Moviez today has become India's largest digital cinema distribution network that helped cinema Industry to define a new level of success matrix and cinemas have now started breaking the traditional glass ceiling and entrenched the 200-300 Crore category in box office.

Its unmatched distribution network across the length and breadth of the country contributed

a lot towards monetising the Content Pan India, further fostering the speedy delivery through satellite irrespective of the distance and connectivity.

Despite of fighting all odds, UFO has managed to create a few benchmarks in the industry. Technology developed indigenously by UFO is suitable for the Indian Cinema, providing wide release of films at low cost also helping prevention of Piracy. It has catapulted the 'invisible water marking' technology that has helped industry from cinema piracy one of the major challenges which the industry was inept to tackle. In order to protect the safety and standard of the content, UFO has reinvented the documentation process that is of a global standard. The UFO's unified documentation for business provides complete transparency to its stakeholders regarding scheduling of shows, Playback Logs etc. And the company's policy of checking bonafied copyright ownership and censor requirements prevents unauthorized use of content. It also conducts Certificate training programs on trouble shooting and equipment maintenance for their operators.



UFO has helped to resurrect some of the old & classic, movies through digital technology under its Content Library, such as Amar Akbar Anthony, Sangam, Ram teri Ganga Maili, Tiranga etc, which is highly useful to Cinemas during the gap weeks as well as to the multiplexes for their special shows and Film festivals.

UFO along with its other business ventures such as Caravan Talkies "a rural cinema initiative", Nova Cinema "a franchise model that helps the local populace to set-up movie theatres in their respective areas through a standardized model both in terms of infrastructure and experience," has played a key role in revolutionizing the Indian Cinema Industry.

Through the satellite cinema distribution model, today UFO has managed to establish its scale in the Indian Cinema Industry. In the large screen category with the technological advancement and Service oriented business model UFO has created a pan India, high impact in-cinema advertising platform of 3,857 screens.