



World's Largest Satellite-based Digital Cinema Network

UFO Moviez and Valuable Edutainment to pioneer India's first multi locational interactive Virtual Premiere of Riteish Deshmukh's Marathi film 'Balak Palak' on 3rd January, 2013 in Mumbai, Thane, Nalasopara, Pune & Latur simultaneously

- **India's first interactive virtual premiere, brought to you by UFO Moviez India Ltd., and powered by Valuable Edutainment's Edubeam Distance Learning Solution.**
- **For the 1st time ever, audiences in UFO digital theatres can interact with Actor - Producer Riteish Deshmukh at the same time.**
- **For the 1st time ever, audiences can also see Riteish Deshmukh interacting with other cities live on the big screen. UFO's unique satellite technology unites film goers in different locations with the film stars, cast and crew.**

Mumbai, December 27, 2012: Traditionally a film's premiere has usually been hosted with the cast & crew in attendance, in closed door affairs with the invitees being from the film fraternity itself. For the first time virtual premieres are being held, with the cast & crew in attendance on the big screen, in multiple locations, with audiences being the cinema going public.

History will be created in the world of cinema in the New Year! For the first time ever, UFO Moviez, the world's largest satellite delivered digital cinema network, along with Valuable Edutainment, will pioneer the interactive 'Virtual Premiere' of Actor-Producer Riteish Deshmukh's new Marathi film 'Balak Palak' (BP) at UFO digital theatres in 5 different locations (Mumbai, Thane, Nalasopara, Pune and Latur) at the same time.

UFO & Valuable Edutainment's unique technology, will enable audiences watching the Preview show of 'Balak Palak' on Thursday, January 3, 2013, at Sona Gold in Borivali East, Fun Fiesta in Nalasopara, Gold Digital in Thane West, Prabhat in Pune and Big Rama theatre in Latur, to get a chance to interact with Ritesh Deshmukh on the big screen in front of them at the same time. In fact, audiences in each of these UFO digital theatres will also witness the cinegoers located in the other theatres in different cities asking questions. Ritesh Deshmukh along with co producers Uttung Hitendra Thakur and Ravi Jadhav, who is also the director of the film, music directors Vishal – Shekhar, and the children of Balak Palak, will all be stationed at the Valuable Edutainment central studio, to watch and interact with the audiences in all UFO digital theatres at the same time. The session is expected to last an hour followed by the screening of the film.

Actor-producer Ritesh Deshmukh says, "I am overjoyed that 'Balak Palak', a sensitive drama that will help parents realize how important it is to communicate transparently with your child, will create history with the first-of-its-kind Virtual Premier facilitated by UFO Moviez & Valuable Edutainment. Marathi films have created a mark throughout the world and with this unique technology, they will unite Marathi film going audiences in remote locations. I'm confident that Balak Palak will not only break box office records but also enter many books of record with this unique feat."

Sanjay Gaikwad, Managing Director, UFO Moviez India & Valuable Edutainment, adds, "In a fitting tribute to the 100th year of Indian cinema, a home-grown company, UFO Moviez, will show the world how it is possible to unite film lovers in different locations of this large country with popular film personalities at the same time. UFO Moviez, which is already a world leader, will now demonstrate how its unique satellite technology will help the aam admi achieve the impossible. We are happy to provide our technology to Ritesh Deshmukh for starting a new trend in mainstream cinema with Balak Palak and hope that the film breaks box office records."

About UFO Moviez India Ltd. (www.ufomoviez.com)

UFO Moviez, the world's largest satellite delivered digital cinema network, has revolutionized the way films are distributed and exhibited throughout India. Presently, UFO has a base of 3,119 digital screens (including 139 3D screens), spread in 1,300 cities in 25 states and 6 union territories of India. UFO has so far released 5,301 films in 30 languages and has conducted over 13.2 million shows till date.

UFO Moviez has been often recognized for the impact of its satellite-based technology solution, which enables movies to be transmitted first day-first show to millions in theatre complexes, including in tier 2 and tier 3 towns. Using satellite technology to transmit first day-first show movies to 3,000 plus network theatres, UFO Moviez India Ltd has bagged the prestigious Marico Innovation Foundation award (4th edition held in 2012) for Innovation in the Business category. UFO Moviez's end-to-end digital cinema solutions encompassing content digitization, encoding, encryption, delivery and projection of content using digital technology, UFO has been awarded the ISO 27001:2005 certification by the British Standards Institute, earning the internationally accepted certification on information security from one of the world's leading management systems registrars. UFO Moviez is ranked 39th in the list of India's 500 fastest-growing companies compiled by 'Inc. India 500'. It received the award for 'Deloitte fastest growing 50 companies in Technology, Media & Telecom space' in 2010. UFO Moviez won accolades in the following categories, at The Advertising Club Awards, Big Bang 2007, held in Bangalore: for Best Media Innovation- Cinema- GOLD; Best Media Innovation - Digital - GOLD; Best Media Innovation- Never before used Media- BRONZE.

About Valuable Edutainment & Edubeam (www.valuablegroup.com)

Valuable Edutainment's offering **Edubeam** is a satellite based distance learning solution which eliminates time & distance constraints and facilitates interactive exchange of information between a central studio and multiple remote locations.

Edubeam's virtual classrooms can reach out to remote locations simultaneously & in real time facilitating flow of information between expert in the central studio & students in the remote locations in a unique interactive environment.

The same network can be used for student training, training officers, conducting periodic meetings, medical consultations and diagnosis. In fact it can function as extended arms of the government and can act as a parallel network during natural calamity or emergencies.

Edubeam is currently successfully operating 80 MCGM schools which are connected to two central studios with daily lectures being delivered in a fully interactive environment. It is slated to be launched across various universities, schools & coaching classes in India.

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Source: www.ufomoviez.com