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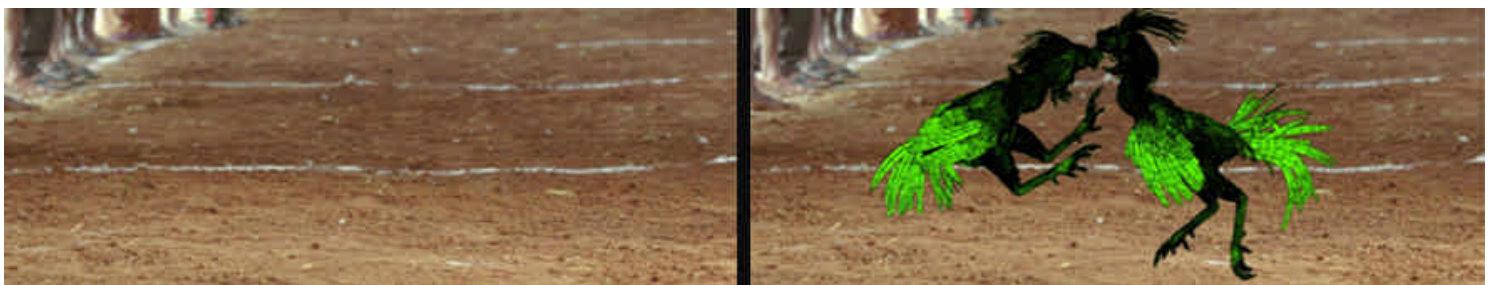
02 February 2011 | Posted By Animation Focuz

Aadukalam, the latest Tamil blockbuster by Director Vetrimaran, produced by Sun Pictures, Starring Dhanush provided an opportunity for Prasad EFX to showcase its immense strength in VFX.

A very complicated Rooster Fight sequence had to be entirely done in CG. A job that was declared impossible by other studios was taken up by Prasad EFX and executed to perfection. This 'must see' sequence involved very complicated 3D Model animations, 3D-tracking and compositing.

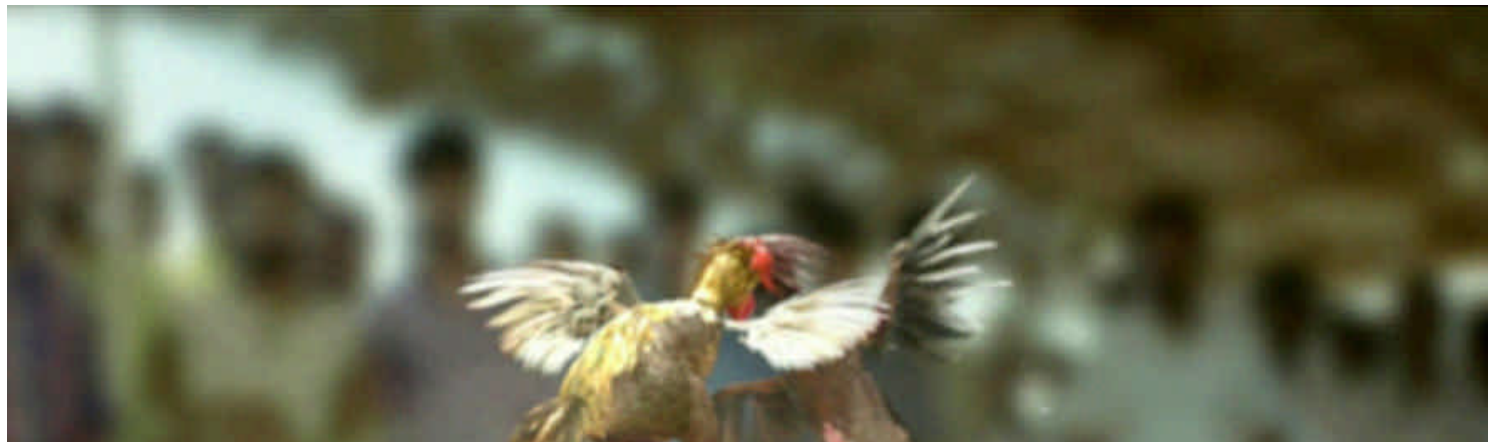
"Our work in Aadukalam has been highly appreciated by the film industry professionals. The Rooster sequence has been lauded by the production and direction team as it has been receiving applause. The technical contribution and the reference given by Director Vetrimaran in the VFX shots were of great help in this mega project" Says Chandra Mohan, Line Producer, Prasad EFX. "The team of 20 who worked on this project had put in lot of very hard work and spent a lot of time on R&D to get everything perfectly right. We did a total of 63 high end and complicated shots for Aadukalam. This is the first time in India that a complete Rooster Fight sequence has been created in 3D".

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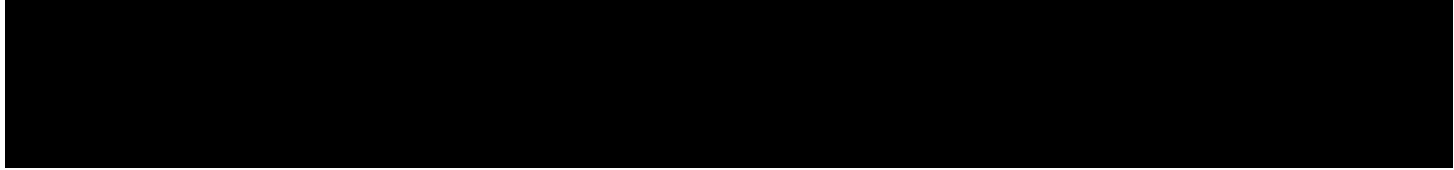




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