

Prasad Group partners with T3Media

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India's largest post production house teams with T3Media to provide a flexible, high-scale solution for content migration into a cloud-based digital management platform.

Prasad Group has announced that it has partnered with T3Media (formerly [Thought Equity Motion](#)) to provide content owners worldwide with best-in-class film scanning up to 4K, preservation, restoration and access services.

The partnership will see T3Media and Prasad 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. Customers will benefit from onsite film scanning services, Ldfs storage, full-resolution delivery capabilities, proxies and rich metadata toolsets.

[Mark Lemmons](#), chief technology officer at T3Media, commented: "As film ages and deteriorates, content preservation is imperative and Prasad's digital film restoration services are a great asset for our customers. With our partnership, today's content owners can ingest, manage, consume, deliver, and monetise their assets anytime from any location »