

PRODDIGI

DIGITAL SUBTITLING & POST-PRODUCTION





DUBAI, UNITED ARAB EMIRATES

PRODDIGI
DIGITAL SUBTITLING & POST PRODUCTION

WHO WE ARE

Built on the foundation of over two decades of experience within the film distribution and exhibition industry, PRODDIGI is a digital subtitling and post-production studio catering to the international market.

Dubai-based PRODDIGI is a division of Gulf Film, which was founded in 1989 and is responsible today for 50% of film titles distributed in the Middle East. Gulf Film is also the operator of the largest chain of cinemas in the region, giving the company first-hand knowledge of the requirements and timelines of the industry.

In 2003, Gulf Film introduced the region's first laser subtitling lab and since then has made a smooth transition to digital subtitling. Upgraded to perform the full-service offerings of a post-production house, the lab was re-introduced in 2013 as PRODDIGI, the only complete solution for film studios, distributors and broadcasters delivering content to the global audience.

WHAT WE DO

- 🗨 2D & 3D subtitling
- 📁 DCP versioning
- 🔄 encoding & conversion

WE CALL IT THE BRAIN TRUST

WHY PRODDIGI



experience

With ten years of experience in subtitling and a 24-year background in the film industry, we deliver on the promise of a premium production service.



security

In line with the protocols of the industry, we guarantee the highest standards of both physical and technical security.



locality

A benefit to international clients, PRODDIGI is on the ground in a region in which each country requires different censorship cuts.



efficiency

A highly experienced team of professionals expedite workflow to ensure quick and painless turnaround of jobs of all sizes.



language expertise

Offering expert translation from and to multiple languages, our team is also capable of on-the-spot edits to Arabic translations to best suit the language norms of each territory.



technology

In the highly sensitive work of DCP creation and processing, we are the first company in the Middle East to utilise CLIPSTER, DVS's trusted DI workstation.

2D & 3D SUBTITLING



OUR DEDICATED TEAM ENSURES CUTTING-EDGE SOLUTIONS FOR YOUR SUBTITLING NEEDS, WHETHER IN 2D OR 3D, OFFERING AN END-TO-END SERVICE STRAIGHT THROUGH TO DELIVERY OF YOUR DISTRIBUTION MASTER.

PORTFOLIO

A FEW OF THE BIGGEST TITLES IN OUR SUBTITLING CREDENTIALS, 2003 TO THE PRESENT:



HARRY POTTER III, IV & V

PIRATES OF THE CARIBBEAN II

IRON MAN

TRANSFORMERS I & II

SLUMDOG MILLIONAIRE

TWILIGHT SAGA

TAKEN I & II

FAST & FURIOUS 6

translation

Our expert translators enjoy years of experience in feature film translation from and to multiple languages, including English, Arabic, French, Persian, Turkish, Spanish, Italian, Tagalog and Hindi. We also offer transcription for script-less films such as trailers.

spotting, simulation & language adaptation

Rigorous protocols are designed to meet the highest standards of subtitle spotting and simulation. Seasoned technicians also provide the highly valued service of 'word softening', or on-the-spot language adaptation to meet the cultural norms of each territory.

quality check & exporting

A final quality check guarantees error-free subtitle positioning and in-picture frame matching before files are exported to the required format, such as XML, PNG, STL, EBU, ASC or DFXP.

DCP VERSIONING

versioning

2D and 3D subtitles in XML PNG format are dragged into the timeline with a burn-in option. Stereo tracks for 3D subtitles and Z axis require precise positioning compliant with the scene depth through a complete set of display modes and analysers.

censoring & editing

In a region in which each country's governing body demands a different level of censorship, one of our areas of expertise is multi-version censorship. Our team of professionals apply varying degrees of censorship to culturally offensive scenes while remaining faithful to the subject matter and integrity of the film. Optimal results are also guaranteed for audio censorship – muting unwanted spoken words without affecting the different audio channels (5.1, 7.1, 11.1 systems).

packaging

The final DCP is packaged, checked and content-verified in a finely tuned procedure that abides by the standards of the digital cinema initiative (DCI) for safe and problem-free releases.

verification

As an added measure, the DCP is ingested into multiple in-house servers for verification and quality assurance.



cloning

Copies of the DCP are created and subjected to a post-cloning verification.

DCP delivery

Our advanced digital delivery system distributes the final product to theatres utilising a high-speed fiber optic connection for a secure and error-free download. For territories requiring physical delivery of the DCP, the hard disk is shipped in specially designed packages to guarantee safe transport.

KDM generation & distribution

Our team is available around the clock to manage all requests for KDM release and delivery. Our 24hr hotline also allows us to field last-minute requests.

ENCODING & CONVERSION

multimedia deliverables

Our studio is equipped to handle DCP conversion to a wide range of file formats: XDCAMHD in MOV or MXF, SDCAM, H.264, WMV and QT. We generate multimedia deliverables for a variety of platforms and cater to an ever-growing number of devices, including IPTV, DVD Blue-Ray, mobile phones, multimedia players, content services and web applications.

mastering, encryption & delivery

A DSM as a ProRes HD feature file is the master resulting of post-production, and contains the finalised image and audio essences. These serve as a starting point for the creation of the Digital



Cinema Package (DCP). We offer an end-to-end solution for the production of Digital Cinema content that respects the specifications of the Digital Cinema Initiative. The DSM can also be used to convert a master for archival purposes.

sound upscaling

Using dedicated hardware and software, sound tracks can be upscaled to multiple channels from 5.1 to 7.1, 9.1, 11.1 or more, significantly improving the audio quality of any feature, trailer or advertisement. Moreover, Proddigi is the region's first adopter of CLIPSTER, the mastering station from Rohde & Schwarz DVS, which has been certified for mastering Dolby Atmos tracks, producing material in high quality at up to 48fps, even in 3D, including the respective Dolby Atmos track.

CONTACT US

T: +9714 262 3964

F: +9714 269 4470

Al Khabissi Road, Deira

PO Box 81956 Dubai

United Arab Emirates

proddigi@gulffilm.com

PRODDIGI

a division of gulf film



www.gulffilm.com