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Date: July 25, 2016

To,
The National Stock Exchange of India
Listing Department,
Exchange Plaza,
BandraKurla Complex
Bandra East,
Mumbai - 400 051
Fax Nos.: 26598237 / 26598238

To,
BSE Limited
Listing Department,
PhirozeJeejebhoy Towers,
Dalal Street,
Mumbai - 400 001
Fax Nos.:22723121/2037/2039

Ref: Scrip Code: BSE – 532748/NSE - PFOCUS

Sub: Press Release

Dear Sir/ Madam,

Kindly find attached herewith the Press Release.

Kindly take the same on record and acknowledge receipt.

Thanking you.

**Yours Faithfully,
For Prime Focus Limited**

**Naresh Malhotra
Director**

Encl: as above

Prime Focus and Bad Robot deliver Immersive, Multi-Screen Experience for 'Star Trek Beyond'

Mumbai, July 25, 2016: Prime Focus, the world's largest independent media services company, and J.J. Abrams' Bad Robot Productions, announced today the delivery of all-new, immersive, multi-screen content for the Barco Escape release of 'Star Trek Beyond'. Digital cinema leader Barco's multi-screen theatrical format, Barco Escape, brings audiences inside the action like never before, expanding the storytelling across three screens to create a thrilling new movie-going experience.

"Justin Lin's 'Star Trek Beyond' is an epic, larger than life adventure," said producer and Bad Robot president J.J. Abrams. "Partnering with Prime Focus we have created an ultra-wide-screen immersive experience for the Barco Escape release of the film. This premium format dramatically expands the width of the viewing plane, giving filmmakers an innovative new tool with which to tell stories, and audiences an enhanced new way to experience cinema."

The Barco Escape technology utilizes three cinema projectors and two additional Cinemascope screens to present audiences with a much wider field of view. As one of the first to create content for this exciting new presentation format, Prime Focus shared the visual effects (VFX) assets, elements and pipeline of multiple Academy Award® winning VFX house Double Negative, the main VFX partner for 'Star Trek Beyond', to create brand new content for the additional screens, expanding and enhancing the action playing out on the main screen.

"We are delighted to be partnering with Bad Robot to deliver a completely immersive experience in the Barco Escape format," said Namit Malhotra, Prime Focus Founder and Global CEO. "Our teams at Double Negative produced stunning VFX work on 'Star Trek Beyond', and that Prime Focus was able to deliver this very exciting in-theater experience is the icing on the cake. Throughout the history of our company we have always been passionate about exploring exciting new technologies, and Barco Escape is a compelling opportunity for filmmakers to paint on a broader canvas, and for audiences to experience films on a grander scale."

The Barco Escape release of 'Star Trek Beyond' will expand the Star Trek universe at key moments during the film, presenting sequences of the movie in the enhanced format with a dramatically widened viewing plane that will exhilarate fans.

Commenting on the release of 'Star Trek Beyond', CEO of Barco Escape, Todd Hoddick, said: "We are honored to have J.J. Abrams and the incredibly talented teams at Bad Robot and Prime Focus as partners on this project, and we look forward to sharing the power of this



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experience with audiences around the world, and to creating more unforgettable cinematic moments for big, bold stories like ‘Star Trek Beyond.’”

“Star Trek Beyond,” the third installment of the phenomenally successful reboot, is directed by Justin Lin, and stars Idris Elba, Chris Pine, Simon Pegg, Zach Quinto, Zoe Saldana, John Cho, Anton Yelchin and Karl Urban. The film goes on general release in North America on July 22, 2016, and will also be exhibited in Barco Escape theaters across the United States, Europe, Mexico and China. To find your nearest Barco Escape theater, visit ready2escape.com.

About Barco

Barco, a global technology company, designs and develops networked visualization products for the Entertainment, Enterprise and Healthcare markets. Barco has its own facilities for Sales & Marketing, Customer Support, R&D and Manufacturing in Europe, North America and APAC. Barco (NYSE Euronext Brussels: BAR) is active in more than 90 countries with 3,300 employees worldwide. Barco posted sales of 1.029 billion euro in 2015.

About Bad Robot Productions

Bad Robot was formed by filmmaker J.J. Abrams in 2001. The company has produced television series such as *Alias*, *Lost*, *Fringe*, *Person of Interest*, feature films such as *Cloverfield*, *Star Trek*, *Super 8*, *Mission: Impossible – Ghost Protocol*, *Star Trek Into Darkness*, *Mission: Impossible – Rogue Nation*, *Star Wars: The Force Awakens*, and interactive content including the mobile app *Action Movie FX*. Bad Robot's first foray into publishing, *S.*, a novel conceived by Abrams and written by Doug Dorst, was a New York Times Best Seller. Bad Robot is based in Los Angeles and can be followed at twitter.com/bad_robot.

About Prime Focus Limited

Prime Focus Limited (PFL), the world's largest independent integrated media services powerhouse, employs over 6,000 professionals in 16 cities across 4 continents and 7 time zones. We provide end-to-end creative services (visual effects, stereo 3D conversion and animation), technology products & services (Media ERP Suite and Cloud-enabled media services), production services (equipment rental) and post-production services (Digital Intermediate, digital lab and picture post) to Studios and the Broadcast and Advertising industries.

In 2014 Prime Focus World merged with award-winning visual effects company Double Negative, one of the world's foremost providers of VFX; and Reliance MediaWorks merged their global film and media services business with Prime Focus Limited. Double Negative has won three Academy Awards® for its VFX work in recent years – for *Ex Machina* (2015), *Interstellar* (2014) and *Inception* (2010).

Prime Focus is behind groundbreaking technologies such as View-D™ (stereoscopic 2D to 3D conversion), CLEAR™ (Hybrid Cloud technology enabled Media ERP Suite) and Primetime Emmy® award-winning DAX Digital Dailies®. Leveraging our Global Digital Pipeline and

pioneering WorldSourcing delivery model, we partner with content creators at every stage of the process, ensuring creative enablement, workflow efficiencies and cost optimization.

Listed on the BSE and NSE of India, Prime Focus has operations in Bangalore, Beijing, Cape Town, Chandigarh, Delhi, Goa, Hyderabad, Johannesburg, Kolkata, London, Los Angeles, Mumbai, New York, Toronto and Vancouver.

For more details: www.primefocus.com

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