

National Film Archive of India

**Ministry of Information and Broadcasting
Government of India**

Press Note

NFAI to translate Oscar Academy's Digital Dilemma in Hindi

In tune with its objective of spreading awareness about film preservation, National Film Archive of India (NFAI) will be undertaking a project to translate 'Digital Dilemma', a publication of Academy of Motion Pictures Arts & Science (popularly known as Oscar) into Hindi.

With changing times, a lot of cinema is being created, showcased and stored digitally, and with it, the process of preserving these films has changed. Keeping in mind this change in technology and how it affects the medium, the Academy of Motion Pictures Arts and Sciences published a book titled Digital Dilemma - which deals with the challenges of the digital medium. The report has been authored by Milt Shefter.

Andy Maltz, managing director of Academy Science and Technology Council, said, "We would like to thank the National Film Archive of India for taking on the translation project of the Digital Dilemma - Digital Preservation Report to the Hindi language. This report is important for everyone concerned about the long-term conservation of digital motion pictures." Highlighting the difference between film and digital cinema, he added, "Unlike film, digital motion pictures require ongoing financing and care to preserve them for the long-term. The report lists the key issues involved in doing this work."

Prakash Magdum, the director of NFAI, stated, " NFAI is happy to collaborate with the Academy on this important project. One of the major objectives of NFAI is to generate awareness about film preservation and this publication focuses on various aspects of digital storage technologies. Not only will it be helpful to film organizations but also other departments that rely on digital storage." He also added that NFAI intends to complete the project this year.