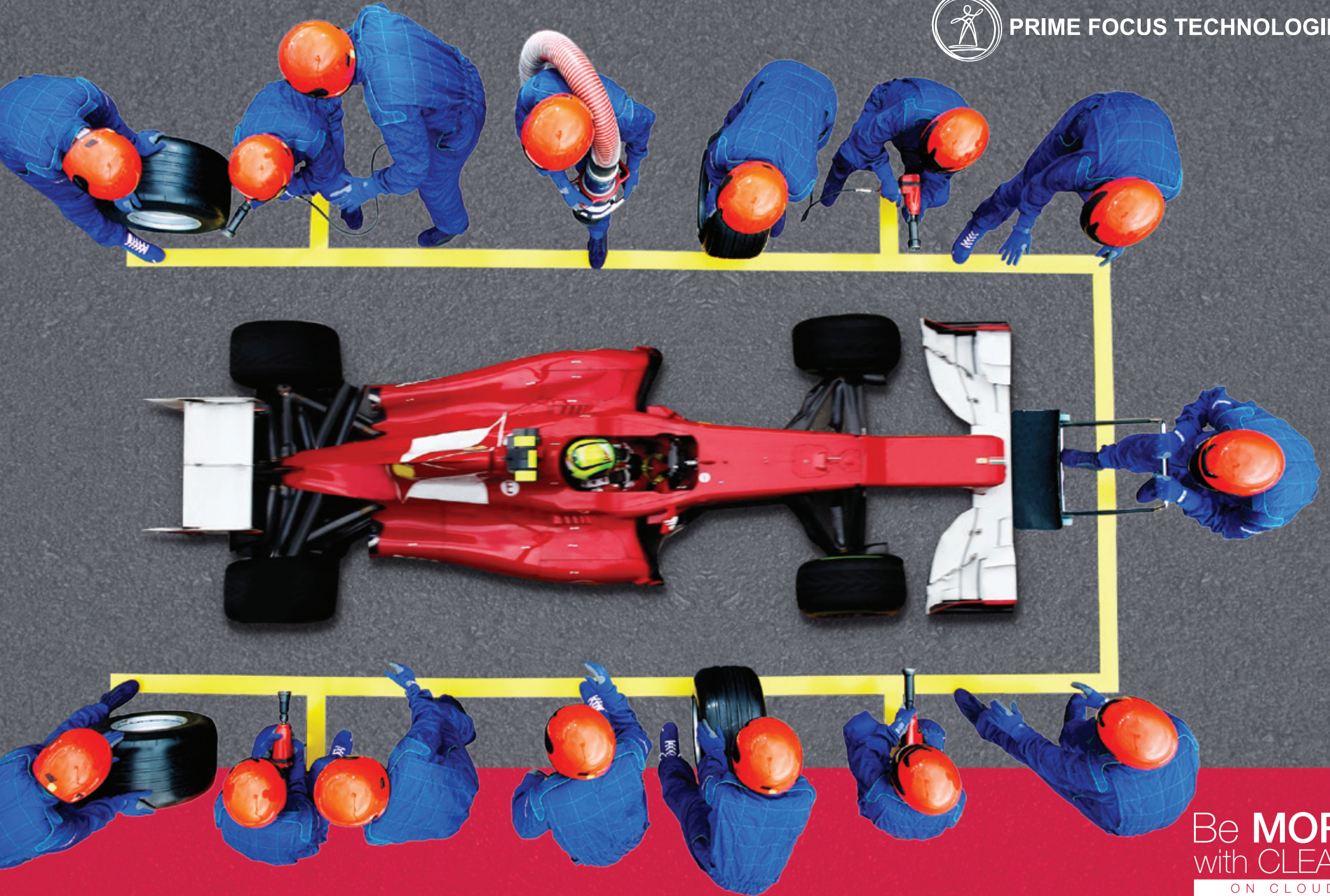




PRIME FOCUS TECHNOLOGIES



Be **MORE**
with CLEAR™
ON CLOUD



PRIME FOCUS TECHNOLOGIES

 *More* **SPEED**

 *More* **TECHNOLOGY**

 *More* **EFFICIENCY**

 *More* **CONTROL**

Be **MORE**
with CLEAR™
ON CLOUD



MAKE YOUR MOVE

MAKE YOUR MOVE
MOVE FORWARD

power

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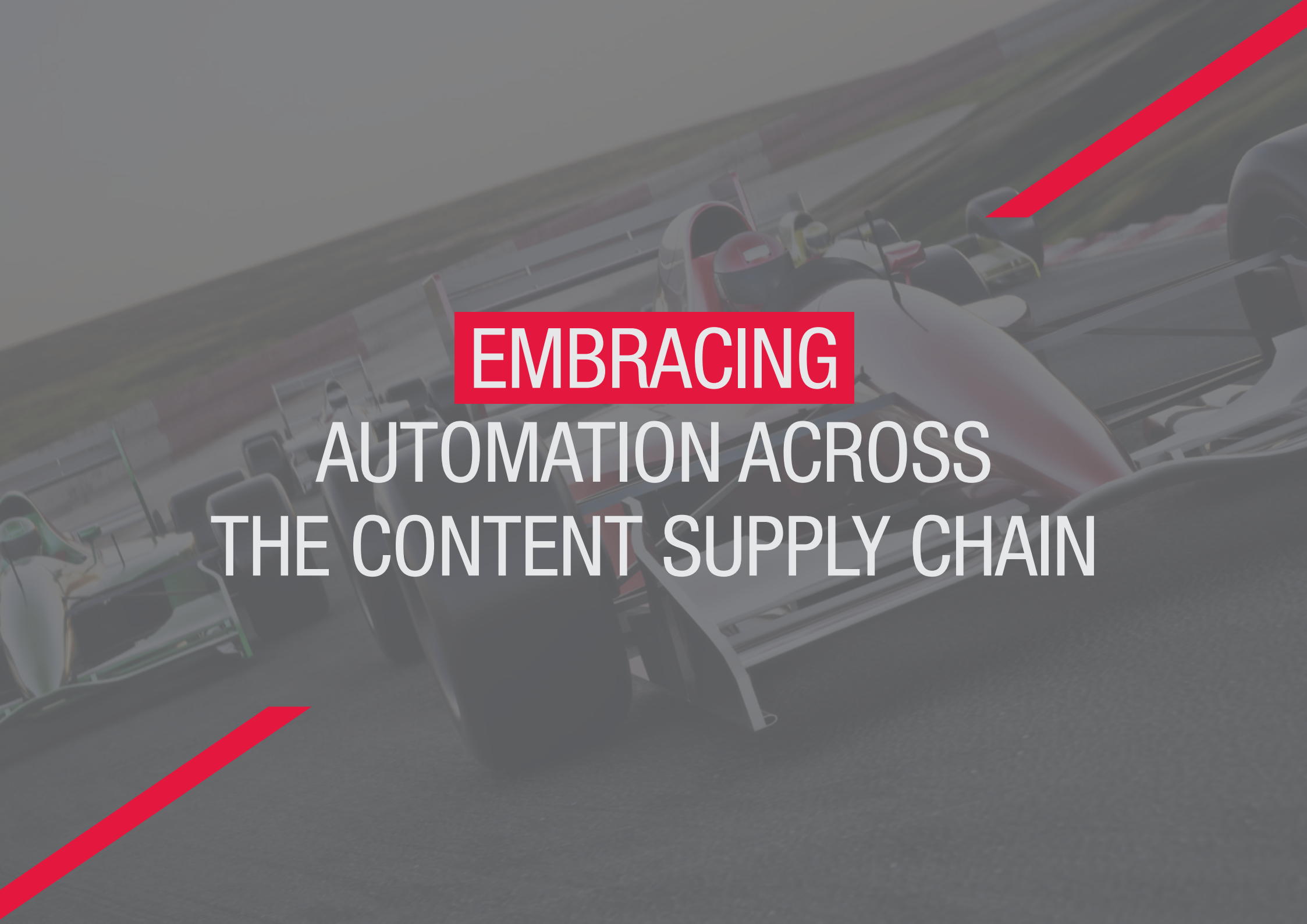
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THEY HAVE EMBRACED
TRANSFORMATION



EMBRACING
AUTOMATION ACROSS
THE CONTENT SUPPLY CHAIN



If you are an executive in the Media & Entertainment (M&E) industry, your success formula is already evolving drastically. Your key levers now include introducing more variable costs by enhancing efficiencies, engaging fewer employees to manage content and networks of external contributors (supply chain), developing greater scale and speed in approaches to content production and distribution, centralization, automation and portfolio rationalization. These will allow you to focus more on creating quality content and building better engagement with consumers.

Investment and innovation need to be orchestrated more where content and technology handshake. However, in reality, multiple on premise, non-scalable, Media Asset Management (MAM) systems across different divisions, departments and locations within an organization continue to exist. Such multiple systems to manage content during production, marketing and distribution lead to high costs.

In the world of abundance, how do you drive lean operations and embrace automation?

While the actual focus and budgeting is the licensing cost of a MAM software, have you ever thought about if and how the MAM investment impacts the TCOP (Total Cost of Operations) in your current organization?

Consider this: Each licensing cost of a MAM application folds into Total Cost of Ownership (TCO), which includes hosting, maintenance and management costs, typically two times the cost of the MAM application itself.

A critical decision driver however, is how your MAM investment impacts TCOP?

LOOKING BEYOND VANILLA MAM

Here are some key things to consider:

- What is the extent of automation the MAM system is providing, that eliminates human tasks and orchestration?
- Does the MAM system automate the management of the content supply chain?
- Does the MAM system have work order administration to automate the orchestration of human and machine led tasks?
- Does the MAM system handle media across global sites or would MAM investments have to be made at each of the sites?

We can fairly assume that so far you have been just looking at the tip of the iceberg. Our perspective of TCOP will change the way you look at your business.

At Prime Focus Technologies (PFT), we believe a traditional MAM system does not automate enough, to the extent it is meant to, in this digital era. Hence businesses do not fully get the benefit of low TCOP.

We can illustrate this through a simple Iceberg Model – if the licensing cost of your MAM system were to be X, there is an additional 7-8X cost that is not apparent and is hidden, like in the case of an iceberg. The costs increase manifold if you have more than one MAM system in the company at different departments or multiple sites as the technology stack gets replicated at each site and department, only adding a multiple to your total expenditure.





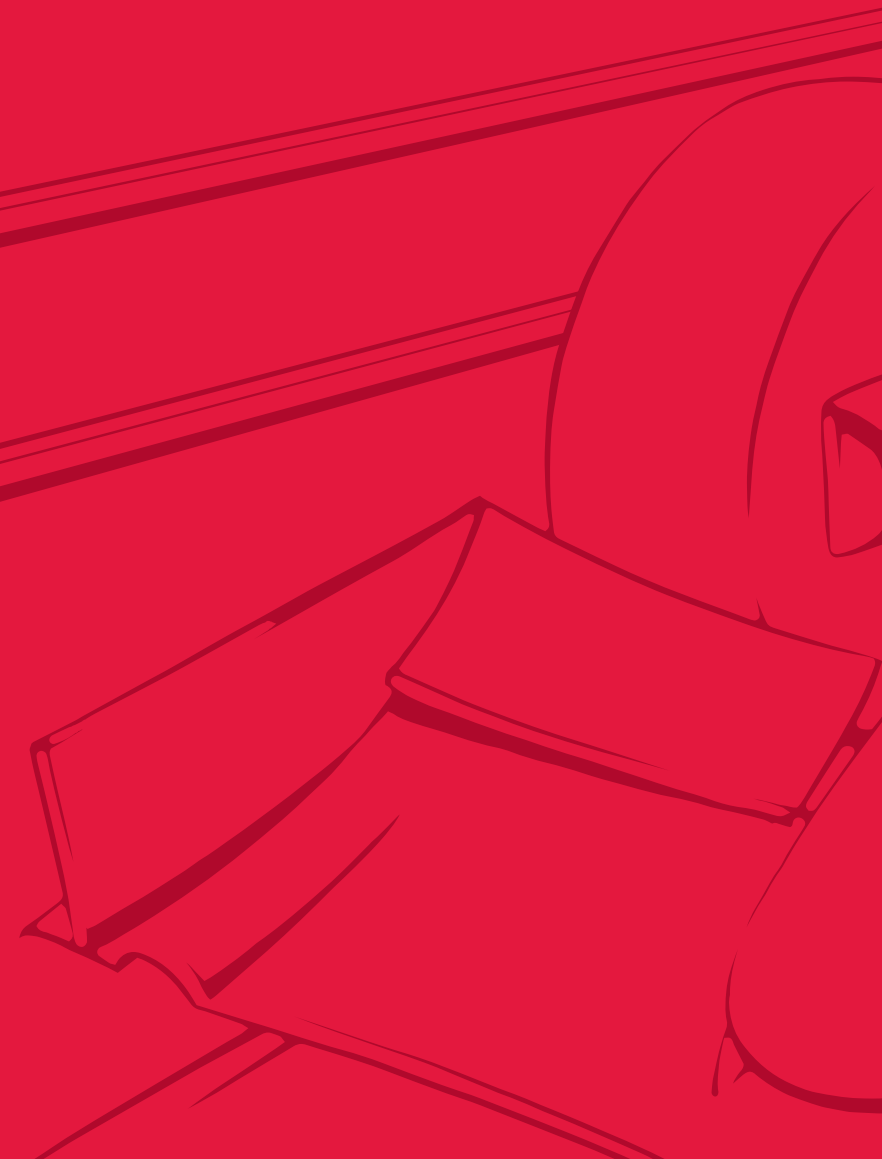
With CLEAR Media ERP, we have ONE MAM system across Creative, Marketing & Technical Operations, and ONE Software that will work across global sites. With Promo Versioning Automation, Work Order Management, Mastering Automation and many such extreme digitization features, CLEAR offers the lowest TCOP than the next best alternative – a whopping 30-40% less.

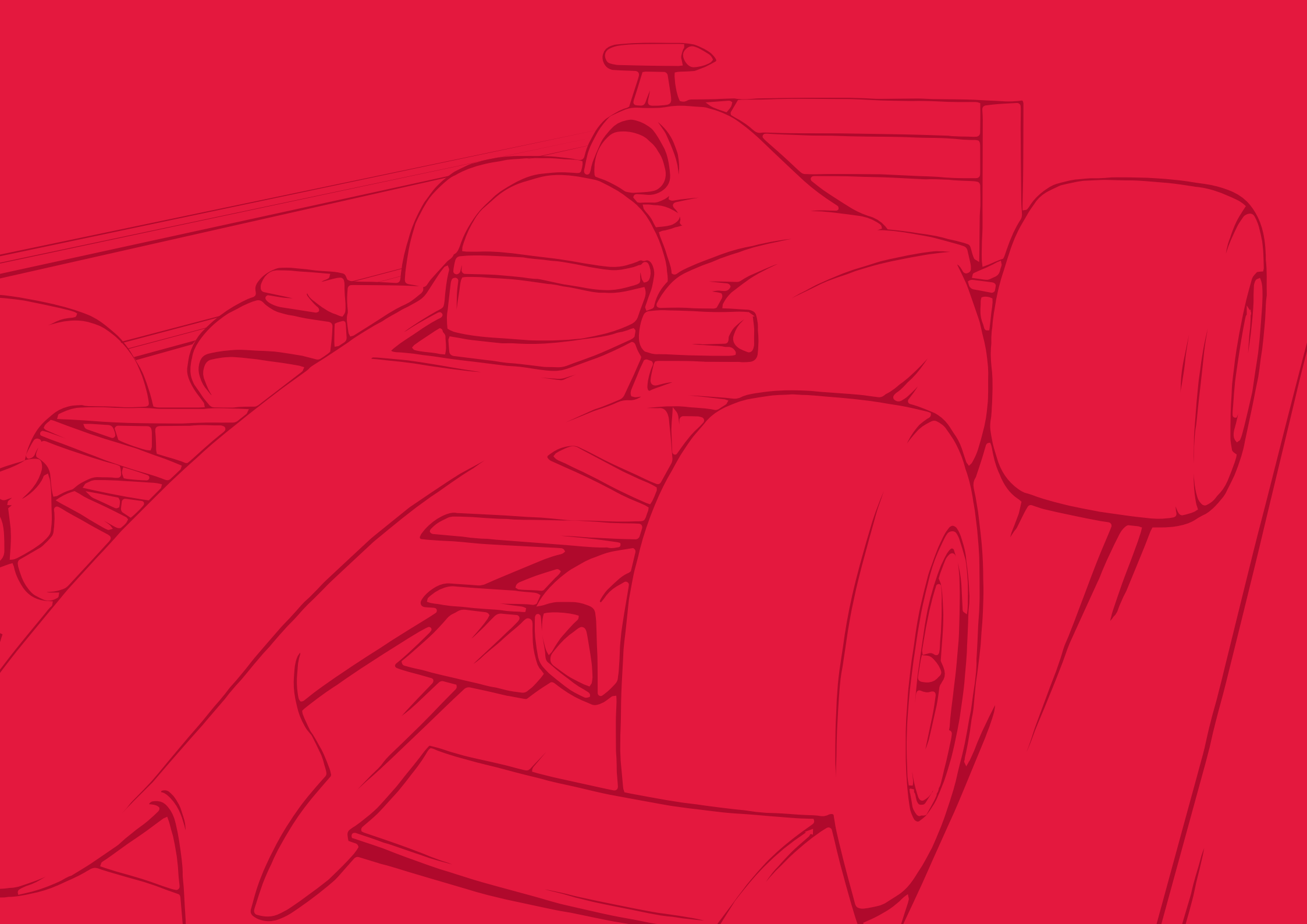
Businesses should expect more from their MAM investments – more control, more speed, better quality and much lower TCOP. Every solution we create and every product we conceive, is designed to reduce costs, according to the TCOP concept in M&E operations.

So if you are replacing your existing MAM system or shifting from an in-house asset management tool or simply moving to the Cloud, ask yourself, whether you are getting the maximum value while running a lean operation? Are you truly embracing automation across the supply chain?

We believe, you can get more from technology. We believe you can 'Be MORE'.

CLEARTM
MEDIA
ERP
SUITE





To help M&E companies 'Be MORE', PFT strives constantly to bring to market transformational products and solutions powered by innovative Cloud technology.

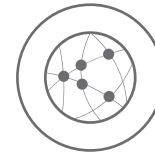
PFT's flagship product, CLEAR is the world's first and most proven Hybrid Cloud-enabled Media ERP Suite that automates the content supply chain. It brings content to the center of business, helps drive creative enablement, enhance efficiencies, realize new monetization opportunities and lower TCOP for M&E companies.

CLEAR is a one-of-a-kind technology that drastically lowers TCOP like no other.



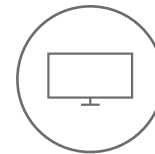


CLEAR Media ERP includes 4 transformational modules with power packed updates.



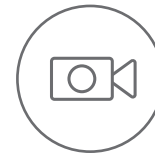
Cloud MAM

ONE MAM for the Enterprise across geographies, departments & businesses



Broadcast Cloud

ONE Software for Broadcast – from Creation to Transformation, Distribution and Exhibition



DAX[®] Production Cloud

ONE Software for Dailies and Post Workflows



Operations Cloud

ONE Software to manage Content Store, Processing & Delivery of content



Cloud MAM

ONE MAM for the Enterprise across geographies, departments & businesses

CLEAR Media ERP's Cloud MAM is a single, holistic MAM solution, which enables M&E companies to build a truly connected enterprise with digital workflows. Its Hybrid Cloud architecture gives content owners the peace of mind that their content is secure with them while the applications run on the Cloud. They can access their content anytime, anywhere and no longer need to be dependent on 'on premise' applications. Cloud MAM is ready-to-deploy and pre-integrated with industry standard applications and expert implementation support. It powers ingest, metadata and digital library management, and also enables easy content discovery.

KEY FEATURES

- Hybrid Cloud – Seamless integration with your existing 'on premise' infrastructure
- Deployment Models – Multi-tenanted Cloud platform with custom workflows, data models and user preferences with optional Hybrid Cloud deployment
- Metadata Management – Hierarchical metadata management support, allowing virtual linking of all assets belonging to the same series/season/episodes
- Business Process Management (BPM) – One-of-a-kind tool specifically tailored for Production, Broadcast and Content operations
- Pre-integrated with most industry standard applications – Transcode, Archive, QC, File Acceleration and many more
- Digital Library Management – Elastic search with filters
- Smart Tasker – Single console to manage (view, pause, resume, reprioritize) 3rd party resources
- Self Administration – Easy management of users, rights, workflows, reports and metadata templates
- Distributed Essence Management – Version-managed across locations, storage
- Secure, Unbreakable Player – Secure, multi-track, frame accurate player with data overlays
- Mobility – Collaborative review fine tuned for iPad and iPhone
- Review and Collaboration – Frame accurate collaborative reviews, share comments, export comments to NLEs. Review tool is available both on the portal and iPad
- Cataloguing – Extensive context infusion into the asset by deep cataloguing across global, scene, character levels etc.
- Integration with NLEs – Native integration with Adobe® Premiere Pro and Deep integration with other NLE solutions like Avid® Media Composer
- Rough Cut Comparator – Enables easy comparison of two rough cuts of the same show
- Story Teller – A specialized appliance that helps create compelling stories from MAM or archive

BENEFITS

- Lowest TCOP: Enterprise-class MAM on the Cloud
- ONE MAM across your company, multiple geographies and departments while leveraging past investments
- Fastest time-to-market
- Improved operational efficiencies
- SaaS Model, No upfront Capex, conserving capital that can be invested on creating content



Broadcast Cloud

ONE Software for Broadcast – from Creation to Transformation, Distribution and Exhibition

Broadcast Cloud enables workflow orchestration across the enterprise, supply chain and partner ecosystems. It provides a single software on the Cloud for all departments across the enterprise – be it Programming, Legal, Marketing, Syndication, Traffic, Broadcast Operations, Digital, Promos along with partner and stakeholder ecosystems. Broadcast Cloud is a one-stop-shop to manage, review, process and publish content across all the platforms and devices of the broadcast universe.

KEY FEATURES

- Custom workflows for programming, S&P, On Air Promos (OAP), Operations, Traffic and Digital teams
- Business Process Management (BPM) tool – one-of-its-kind specifically tailored for Broadcast (with over 50 instant process primitives)
- Flexible metadata model to support different content types across regions while maintaining single asset reference – no confusion whatsoever
- Secure, multi-track, frame-accurate player with data overlays and protection from piracy/downloads
- Break Structure – Ability to identify segment breaks of an asset and deliver to Broadcast Management Software (BMS) accordingly
- Payout to all content types – Programs, Movies, TVCs, OAPs
- Promo Operations, an industry-first functionality that provides end-to-end process orchestration for promo creation through delivery including automation of rendering of versions
- Picture-in-Picture (PIP) review – No hassle of pulling out the edits advised to an editor. You can review the edited video on a window along with the edits passed to the editor side by side – how handy!
- Mobility – Support for iPad, Portal and Desktop options including advanced features on iPad
- Pre-integrated with most industry standard applications (Transcode, Archive, QC, Scheduling, File transfer, Rights Management etc.)
- New Media Publish – Single-window publish to New Media, OTT platforms – YouTube, Netflix, Hulu, Vimeo and many more
- Smart Tasker – One console to manage industry standard applications through native API integrations – Transcoders (Rhozet, Elemental, FFMPEG), Auto QC (Cerify, Baton), Archive Managers (Front Porch Diva, Masstech), File Accelerators (Signiant, Aspera, File Catalyst)
- Story Teller on Air – A specialized appliance that helps create compelling stories from MAM/archive for playout on air directly. The appliance has SDI ports for both preview and output capabilities

BENEFITS

- Lowest TCOP: 30% cost savings; 40% time savings
- Focus on creative excellence rather than managing logistics
- Work-life balance
- Fastest time-to-market
- Pay-as-you-use, no need to pay for application licenses and end up under-utilizing them



Operations Cloud

ONE Software to manage Content Store,
Processing & Delivery of content



CLEAR Operations Cloud helps content enterprises not just store and transcode, but perform end-to-end content operations on the Cloud. It is ready-to-deploy with a wide range of preset robots (TVE, customer portal, Netflix, YT, DPP) that allows users to enjoy faster time-to-market at lowest costs. All this with pre-defined SLAs and timely counsel. It offers ONE Cloud software that does everything, including workflow orchestration.

KEY FEATURES

- Custom workflow orchestration across content operations – Industry's first Cloud-based workflow orchestration that truly addresses end-to-end content operations
- Use existing workflow templates or create your own with instant use of primitives for transcoding, archive/storage, auto QC, file accelerator, forensic watermarking
- 450+ preset robots for linear and new media publish
- DPP Publish – DPP publish to embed DPP recommended metadata in the AS-11 file, with DPP Shim
- New Media Publish – Single window publish to popular New Media & OTT platforms – YouTube, Amazon Prime, Hulu, Vimeo, TiVo, Roku and many more
- Repurpose your content for distribution to web, mobile, VoD & IPTV platforms in a cost efficient manner with Operations Cloud's Amazon Optimizer
- Integrated, bundled services – Provides access to metadata enrichment services like cataloguing, ad contextualization and new media search tag enrichment
- Seamless integration with branded Transcoders – Rhozet, Elemental etc.
- Dynamic Ad Insertion (DAI) – A scalable feature that embeds SCTE-35 markers for a non-scripted Live stream

- Cloud Storage
 - Secure storage of content on the Cloud, highly available, five 9s reliability
 - Options of Private or Public Clouds, including the ability to use client accounts in Public Clouds like AWS, Azure etc.
 - Unique Hybrid Cloud architecture to manage distributed storage within studio lots/sites where required

BENEFITS

- Lowest TCOP: End-to-end content operations on the Cloud
- Seamless integration with your existing infrastructure
- Increased monetization
- On-time delivery
- No increase in staff
- Pay-as-you-use – No need to pay for application licenses and end up under-utilizing them
- Shortest implementation time – Ready-to-deploy
- SaaS model, no upfront Capex



NEW LAUNCHES

TRANSFORMATIONAL ADDITIONS
TO CLEAR MEDIA ERP



DAX[®] Production Cloud

ONE Software for Dailies and Post Workflows

NEW

Based on the patented DAX with Digital Dailies[®], DAX Production Cloud with native high resolution file support, vastly improves workflow efficiency by centralizing assets into a single repository which can be securely accessed by authorized stakeholders throughout the content lifecycle. It enables editorial, creative agencies, VFX, localization vendors and distribution – all stakeholders within the production supply chain to collaborate, service and distribute media, all on the same software.

KEY FEATURES

- Digital Asset Management – Access to content library on the Cloud from anywhere in the world. CLEAR's unique Hybrid Cloud architecture allows distributed storage within multiple sites across studio lots
- Adaptive Bitrate Streaming – Fast content streaming, all the way up to full 1080p hi-res, with a system that detects optimal playback bandwidth
- Production and Broadcast Operations – Delivery of masters via DAX[®] Production Cloud to kick off downstream broadcast efforts for the network
- Mezzanine Workflows – Instant access to high-res content, in DNxHD, ProRes or raw formats, directly from set, with the ability to create a multitude of formats for downstream promotional, marketing and publicity use cases
- Advanced Administration – Ability to set up complex permissions structures within a project to keep content secure. Easy management of folders, users and rules to ensure the ideal workflows are enforced
- Dailies Ingest Utility – A revolutionary way to create, share and use Dailies reels on the Cloud, ensuring key creatives have access to Dailies hours faster than any other solution
- Clip-based Workflow – A new ingest tool and mezzanine file support that can be leveraged to generate a metadata map between rough cuts and its Dailies components. This means you can request hi-res, and soon, RAW camera files, as easily as placing in and out points on a cut. Complex VFX pulls go from tedious, labor intensive processes to one click simplicity
- My Projects – A customizable new home page that gives a one click access to highest priority Dailies and cuts
- Share – Simple and advanced tools for sending content to stakeholders, including Screeners
- Tasks – Ability to send a playlist, script, take or cut to a collaborator for review & approval, with a robust new Tasks Inbox to manage the tasks workflow
- BPM Engine – Ability to create and manage existing workflows to streamline day-to-day operations
- Direct access to other CLEAR modules – Easy access to CLEAR Operations Cloud's transcoding tools and other modules like Promo Operations, which offers end-to-end business process orchestration for promo creation, including versioning automation

BENEFITS

- Lowest TCOP: Bridges the gap between production, broadcast and studio operations
- Enhanced Efficiencies: Enables instant access to high-res content in DNxHD, ProRes or raw formats, with the capability to create a multitude of formats for downstream promotional, marketing and publicity use cases from ONE System
- Faster time-to-market
- SaaS model: No upfront Capex



Promo Operations

End-to-end business process orchestration for promo creation including versioning automation

NEW

CLEAR's Promo Operations Module offers a never before functionality to automate the entire promo operations workflow. This includes end-to-end work order administration, seamless integration with Broadcast Management Software (BMS), review & approval processes, post-production and hand-off for play-out along with a revolutionary versioning appliance that allows to 'render' promo versions for the creative automatically based on pre-configured versioning templates.

KEY FEATURES

- Work order administration for the entire promo creation and delivery workflow, including versioning
- End-to-end workflow orchestration using a BPM-based workflow engine, ensuring seamless integration with the BMS
- A simple grid-based interface to define promo work orders for creative and versions of promos. Extended ability to import and export work orders from MS Excels and BMS systems
- Review/Approve tools to support collaboration during the promo creative development process
- Tracking and content logistics for various versioning elements and track receipts of various media materials for versioning
- An administration module that lets you configure the following for a versioning 'template':
 - Audio files from multiple sources (for different languages etc.) in Stereo/5.1
 - Begin and End Pages
 - Text elements in different languages with UTF (Unicode Text Format) support
 - Effects and transitions for text and images
 - Sponsorship logos
 - Layer groups to handle combinations of 'Text', 'Image' and 'Video' elements
- A versioning appliance that allows to 'render' promo versions for the creative automatically. This is based on pre-configured, metadata driven dynamic versioning templates that can be assigned while defining work orders.
- The appliance triggers jobs on Adobe® After Effects and Adobe® Premiere Pro CC to render all the different versions based on the template definition
- Provides options for multiple template selection, facilitating easy cross channel promotion and changes in branding
- A promo process monitoring dashboard that provides a progress view across all stages of the promo lifecycle
- Standard library functions like search, preview, publish to various distribution outlets, including new media and social networks etc.
- Ability to preview promos prior to play-out, along with a timeline view
- Text Support: Extensive text rendering capabilities for multiple languages and special characters like New Line, Superscript, Subscript
- Image support: Ability to squeeze, re-center and re-position images and videos
- Ability to dynamically resize and position sponsorship logos using metadata
- Dynamic/automated mixing of voice over tracks

BENEFITS

- Lowest TCOP: Reduced number of edit systems, manpower
- Increased operational efficiencies
- Faster Turnaround Time (TAT) through versioning automation
- Increased Monetization



Interoperable Master Format

World's first IMF Media Player for playback over streaming proxy



NEW

IMF support within CLEAR includes the ability to create deliverables for different platforms (Netflix, iTunes etc.) and specifications (like DPP) from an IMF package.

CLEAR also includes the world's first IMF Player that provides the ability to preview, playback, review and distribute over a streaming proxy a Composition Playlist (CPL) with all its essences including video, audio and captions. This enables collaboration and decision making in the workflow using proxies without having to necessarily access the original IMF package in high-res each time a CPL has to be played back. IMF support in CLEAR is built using the product's native Hybrid Cloud architecture that supports distributed workflows. This enables packaging and delivery of IMF packages from remote locations, public cloud infrastructure (Amazon/Azure) and customer premises.

KEY FEATURES

- Support for ingest of Complete IMF packages and Supplemental IMF packages
- Provides users the ability to work with IMF Compositions created using any of the desktop CPL edit solutions (Clipster, Color Front, Gray Meta and Netflix CPL Editor, among others) over streaming proxies
- Allows users to perform:
 - Search
 - Playback
 - Upload (Complete Packages, Partial/Supplemental Packages, only Updated Essences)
 - Download (Complete Packages, Partial/Supplemental Packages, only Updated Essences)
 - Distribution of IMF packages (Complete Packages, Supplemental Packages)
 - Distribution of Rendered and Transcoded Output (Video Files instead of Packages)
- Ability to create deliverables for DPP (AS-11) and iTunes from an IMF package
- Future-readiness with support for SMPTE's upcoming Applications (beyond 2 and 2e) based on RDD 44 specification

BENEFITS

- Lowest TCOP: Reduced cost of storage, re-mastering and QC
- Enhanced efficiencies: Automates and simplifies distribution servicing



Mastering Automation

An efficient way to create masters for domestic and international syndication



NEW

CLEAR's Mastering Automation solution makes domestic and international syndication across linear and non-linear platforms more efficient and cost-effective, thanks to automation by leveraging CLEAR Compliance Data Model, Caption Re-timing feature and smart tool for Compliance Auto QC for captions and subtitles.

KEY FEATURES

- CLEAR Compliance Data Model: A feature that enables one time cataloguing on the Source Master, thereby reducing S&P (Standards & Practices) efforts as well as edit time
- Caption Re-timing: Auto re-sync of captions/subtitles and dub files for new edit versions of an asset, thereby eliminating the process of manually captioning and dubbing content repeatedly
- Compliance Auto QC: Automated blocking out of objectionable language from captions/subtitles for compliance adherence

BENEFITS

- Lowest TCOP: Reduced number of edit systems, manpower
- Increased operational efficiencies and monetization: Easier, smarter distribution to multiple geographies/airlines
- Faster Turnaround Time (TAT) through automation

THE CLEAR™ ADVANTAGE

We manage

1.5M

hours of content annually



**CLEAR
CLOUD
MAM**



has been in production
for the last **9 years**

We helped 21st
Century Fox's
STAR India reduce
carbon emissions
by

**84315
CO₂**



Over

70%

of US primetime scripted
network television
production use our product

SHOWS



DAX has been the leading Digital Dailies solution for over 10 years and is patented – US Patent No:

**7,660,416/8,218,
764/12,976,929/
13,903,908)**



We manage content & content workflows across

183
physical sites



VoD fulfillment of

10M

assets annually



We power

400

TV shows daily



Saves

30%

costs



Enhances

40%

efficiencies



THEY
HAVE EMBRACED AUTOMATION.
HAVE YOU?

Our Clients

PFT works with some of the world's largest broadcasters, studios and sports organizations.



IFCFilms



SHOWTIME



turner

Google

LIONSGATE

STARZ

MIRAMAX®



FX

COMPLEXNETWORKS

HBO®

A+E
NETWORKS



HEARST

VIACOM 18



HOOQ™

amazon

You Tube



AP



TATA | sky



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