



PRIME FOCUS TECHNOLOGIES

# **PFT Dubbing Services**

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# Think Indian Regional Languages (IRL), Think PFT.

In today's age of multi-channel global television, viewers have access to a host of international and regional language television shows and movies. Dubbing allows them to enjoy this content while focusing on the visuals, not subtitles. Therefore finding the best possible Dubbing partner for content enterprises is crucial, as low-quality Dubbing risks destroying the creator's original intent, putting viewers off completely.



# A lot goes into Dubbing a title

1. Firstly, **quality Dub studio** for artists across locations
2. Availability of **quality talent** who are leaders in respective genres, languages, and dialects that can navigate through multiple challenges like:
  - **Creative Translation:** A translator is the one that doesn't just translate but actively engages with the content. They must adapt words without losing their meaning—adapting a text to a different culture or a language by avoiding word-for-word translations while staying loyal to the essence of a text. And this may require a translator to change a few words, delete or add new sentences.
  - **Timing:** A translator must be careful about the tone of the voice and duration of the sentence to make it easy for the actor to pronounce. A dubbing translator counts the syllables of a sentence.

So, they must decide whether to retain or delete some words without losing the meaning. A dubbing translator needs to have the words fit the visual that appears on the screen & be conscious of synchronization.

- **Transcreation:** It is the process in which content is creatively adapted from one language to another. It's an intricate translation form that preserves the dialogues' original intent, context, emotion, and tone.

The main aim of translating for Dubbing is to make the work sound like it was originally produced in the dubbed language. Therefore, it is beneficial to find talent with similar vocal qualities to the source content based on dubbing styles like Voice Over, Lip Sync, and Audio Description. A dubbing artist, unlike screen actors, only uses their voice to act out or read a script. Hence the goal of casting is to find the best voice that sounds like it's coming from the image of a particular character—the voice must fit the face.

3. Lastly, **Recording & Mixing.** The last component of the dubbing process is mixing the new dialogue tracks with Music & SFX by a specialized professional to ensure the best possible outcome.



# PFT's State-of-the-art Dubbing Studios



With over two decades of dubbing experience and PFT's state-of-the-art studios across cities such as Mumbai, Delhi, Chennai, Hyderabad, Rajahmundry, Vijayawada, Vizag, Kochi, and Bengaluru, we are delivering to customers across Hollywood and worldwide content owners for Broadcast and Streaming Platforms globally.

# Quality Talent

PFT has an incredible talent pool of voice artists. So, when you use our Dubbing services, you enter a one-stop-shop for all your creative audio content requirements – studios and voice talents together. In addition, we have hundreds of voice artists specializing in multiple Indian regional languages, including their respective dialects. So, our audience is served content as authentic as it can get.

## Here's the distribution of our talent in newer cities of our expansion:

- **Mumbai:** We have over 5000 voices over artists to cater to many languages and dialects, including trained child artists
- **Delhi:** Over 2000 voice-over artists in this region catering to the North Indian languages and dialects
- **Chennai:** We have almost 2000 union registered artists. To bring variety and freshness to the output, we have been mandated to create newer talents with every project we handle.
- **Hyderabad:** We have almost 800+ union-registered artists to try various styles within their voice capacity.
- **Rajahmundry:** As Dubbing is new to this region, we had to start from scratch. We identified and trained around **40 voice** talents. We are in the process of increasing the count till we achieve the required target for this region.
- **Vijayawada:** This city was our first experiment with Dubbing in the sub-region of AP. We have successfully created hundreds of voice talents. Despite the pandemic, we have retained 60 artists as our active team members. We are the pioneers in bringing international clients and offering world-class dub services from this city.
- **Vizag:** We have multiple individuals in different age groups and are on our way to creating & nurturing additional talent.
- **Kochi:** Our Kochi studios currently have over 400 registered Voiceover artists, and we are focusing on training newer talent for Malayalam
- **Bengaluru:** Our Bengaluru studios are recently built to expand our Kannada language expertise, and we are currently building the local talent.

**With PFT, our customers will get access to union-approved dubbing artists based in their respective locations:**

- **South India Cine Television Artist & Dubbing Union** for Tamil, Telugu and Malayalam artists in Chennai.
- **Telangana Movies & TV Dubbing Artists Union** for artists in Hyderabad.
- **AP Movies and TV Dubbing Artists Union** for Rajahmundry and Vijayawada.

At PFT, we spend careful hours nurturing and grooming the artists. We also encourage those artists who are passionate about specific titles and have a complete understanding of the projects. That way, they can bring the respective character to life, enhancing the output with utmost finesse. All this, so our customers' content is created by the most fitting, non-repetitive voices in the dubbing industry. And in the process, contribute to employment & shape talent in the industry.

### **Recording & Mixing**

Audio mixing is the process of blending recorded tracks. Mixing aims to bring out the best in the multi-track recording by adjusting levels, panning, and time-based audio effects. Our studios can deliver stereo, 5.1 and Atmos 7.1 mix, and they are TPN, ISO/IEC 27001, AICPA SOC2, and Netflix / Disney Certified.



# The PFT Advantage

## Technology:

- Award-winning cloud technology, CLEAR® tracks and manages all assets using a single interface along with end-to-end work order management.
- CLEAR® also enables you to ingest, track, store, transcode and deliver assets securely and conveniently.
- Delivery of final language master in mono, stereo, or Dolby 5.1/7.1
- Pro Tools 12 with the latest plugins, including AKG mics & Genelec audio monitors
- AI-led Auto Conform (Television & Motion Picture):
  - Our customers can leverage our AI-led Auto Conform Re-mastering Television & Motion Picture

## Infrastructure:

- State-of-the-art in-house recording studios in major cities around the world, such as New York, Mumbai, Delhi, Kolkata, Chennai, Hyderabad, Rajahmundry, Vijayawada, Visakhapatnam, and Kochi
- Best-in-class infrastructure and storage systems

## Security and Support:

- Superior storage systems – EMC Isilon
- Stringent QC processes
- ISO 27001 and SOC2 certified
- Industry's highest standards for security, availability, confidentiality, and processing integrity.
- Support for all format types
- 24/7 personalized customer support

- Dedicated project management for each client in their respective time zone.

## Lastly:

- We trans-create, adapt, audition, cast, supervise, record, mix and master content across deliverables
- PFT holds the largest talent pool of scriptwriters and dubbing directors in India.
- Our global delivery model leverages the best available local talent.
- We are certified under the Netflix Preferred Fulfillment Partner (NPFP) Program and Netflix Post Partner Program (NP3)
- We are a one-stop-shop for all creative audio content requirements – studios and voice talents together!

Think Indian Regional Languages, Think PFT.

# Facts & Figures

- Proven expertise with over two decades of dubbing experience
- Dubbing capabilities in over 60+ languages worldwide
  - Proficient in 22 Indian Languages and their multiple dialects
- Over 10,000 hours of Dubbing annually
- 400 hours of Dubbing per month
- 21 dedicated in-house audio studios
- 30 full-time Sound Engineers
- 30 full-time Voice Directors
- Over 400 voice artists specializing in multiple IRLs, including respective dialects.

# Business Benefits



Lower production cost with offshore processing workflow



24/7 personalized support



Tight turnaround time with no compromise in quality



Increased operational efficiencies



# A History of Success

PFT is a preferred Dubbing partner for some of the world's largest content enterprises namely



Along with Dubbing Services, PFT's high-quality, SLA-compliant Localization services include Scripting, Subtitling, Access Services and Text to Text Localization.

With a highly responsive and dynamic team, PFT is committed to bringing you end-to-end localization services, maintaining quality & customer experience with every dub. The world is your market with PFT Dubbing Services.

Please write to us at:

[info@primefocustechnologies.com](mailto:info@primefocustechnologies.com).

# About Prime Focus Technologies

Prime Focus Technologies (PFT) is the creator of Enterprise Resource Planning (ERP) software, CLEAR®, for the Media & Entertainment (M&E) industry. It offers streaming platforms, studios, and broadcasters transformational AI-led technology and media services powered by the Cloud that help them lower their Total Cost of Operations (TCOP) by automating their content supply chain. PFT works with major companies like Walt Disney-owned Star TV, Channel 4, ITV, Sinclair Broadcast Group, A&E Networks, Hearst Television, Warner Media, PBS, CBS Television Studios, 20th Century Fox Television Studios, Lionsgate, Showtime, HBO, NBCU, TERN International, Disney+ Hotstar, BCCI, Indian Premier League, and more.

PFT is the technology subsidiary of Prime Focus, a global leader in M&E industry services.

For more information, visit [www.primefocustechnologies.com](http://www.primefocustechnologies.com).

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