Enabling Digital
Transformation for Studios

Explore how embracing Digital Transformation can help you succeed in today's 'TV Everywhere' universe.

Production on the Cloud

PFT's hybrid cloud-based Media ERP Suite, CLEAR® offers transformational solutions that help studios lower their Total Cost of Operations (TCOP) by automating business processes around content and managing their business of content better. With CLEAR®, studios get ONE software for production, post production and distribution. A true camera to archive offering using patented technology that enables them to ingest raw camera high-res files, extract metadata, transcode to a multitude of codecs, and distribute content seamlessly to multiple linear & new media platforms. We also offer a range of technical, creative and media processing services on the cloud to manage multi-platform content operations during and after the content production phases.

Solutions & Services Overview

DAX® Production Cloud

ONE Software for Dailies and Post Workflows

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 on the same software.

Key Features:

- **Digital Asset Management –** Access your content library on the Cloud from anywhere in the world.
- **Adaptive Bitrate Streaming –** Stream content faster than ever, all the way up to full 1080p hi-res, with a system that detects optimal playback bandwidth
- **Production and Broadcast Operations –** Deliver your 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; create a multitude of formats for downstream promotional, marketing and publicity use cases
- **Advanced Administration –** 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 –** Revolutionize the way Dailies reels are created, shared and used in the Cloud, ensuring your key creatives have access to Dailies hours faster than any other solution

- **Clip-based Workflow –** Request hi-res, and soon, raw camera files, as easily as placing in and out points on a cut. Complex VFX pulls will 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, secure and advanced tools for sending content to stakeholders, including Screeners
- **Tasks –** Send a playlist, script, take or cut to a collaborator for review & approval, then manage your tasks workflow from a robust Tasks inbox
- **Favorites –** Mark assets as favorites and quickly access them from our new collections pages
- **BPM Engine –** Create and manage existing workflows to streamline day-to-day operations

CLEAR® Digital Lab

Your Media Universe® for Production Supply Chain

Powered by Microsoft Azure, CLEAR® Digital Lab automates the content supply chain, connects the production ecosystem, and acts as the Media Universe for secure content operations from content acquisition through distribution and archiving. It brings together the various stakeholders and suppliers engaged in the production and post production processes with supply chain vendors for various tasks, such as editorial, VFX, post production, sound, localization, mastering and downstream distribution to connect the entire ecosystem. Built around CLEAR® Media ERP's Primetime Emmy® award winning DAX® Production Cloud and Cloud MAM software modules, CLEAR® Digital Lab is well equipped to handle scripted, unscripted, short form and digital content genres. It has the capability to manage files of different resolutions, content types, help review and collaborate, track jobs and manage media logistics including distribution of varied content types across the production supply chain.

Key Features:

- **Secure post production and distribution workflows –** Deliver mezzanine files to editorial, TARGA sequences for VFX and low res files to other supply chain vendors
- **Multi-layer security –** Watermarked distribution, forensic security and encryption
- **Integration with Dailies –** Review Dailies anywhere, anytime through DAX® Production Cloud
- **Centralized storage and archival on Cloud –** Unparalleled security, scalability and workflow acceleration by storing and archiving content on Azure

- **RAW camera ingest –** Acquisition of RAW footage and rushes securely
- **4K and 4K HDR workflows –** Ease of operations for high-res content

CREATE

A Mobile App for end-to-end Production Management

CREATE as a single software, helps creators digitize end-to-end, the pre-production and production phases of the content creation process. It allows ALL stakeholders engaged in creation – writers, creative teams, cast, technicians, vendors including location managers, art directors, costumers, make-up artists, from day players to producers to collaborate real time on a mobile device. CREATE is a revolutionary piece of software application that offers the perfect escape for creative teams from exhaustive, time consuming and menial tasks through digital orchestration. It ensures continuity, access to assets, approvals and inventory management seamlessly.

Key Features:

- Script and screenplay review
- Auto script breakdown
- Digital approvals
- Mobile app
- Casting process management including access to talent databases
- Location review
- Scheduling
- Task management & stakeholder notification including call sheet generation
- Real time collaboration using Instant Messaging (in app), text, email
- Instant Wrap-up Reports
- Centralized digital archives
- Foolproof security

Interoperable Master Format (IMF) Support

Today, IMF plays an important role in the way content is managed, packaged and published across the M&E industry. 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.

Key Features:

- 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
- Supports 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)

OTT Distribution

CLEAR® OTT Distribution addresses the growing need for improved content distribution and publishing to VoD platforms. Leveraging automation, it uses an extensive data model to create packages, transcode in multiple formats and deliver to different OTT platforms. Built on Work Order Management, the solution includes 450+ API bots for delivery to popular platforms, advanced tools for review & approval, a unified dashboard for tracking task status, and seamless integration with Scheduling and Rights Management Systems. With OTT Distribution, users can manage all tasks and operations involved in OTT Distribution from start to end, securely, on ONE system. The solution facilitates quicker fulfilment, and lowers Total Cost of Operations (TCOP) by reducing the amount of effort and infrastructure involved in OTT Distribution operations.

Key Features:

- 450+ pre-integrated API bots for delivery to popular platforms like YouTube, Netflix, Hotstar, Spotify and Verizon
- Support for all OTT related services, including digitization, QC, image enhancement, localization, cataloguing, metadata creation and transcoding

- End-to-end Work Order Management with assets, resources and tasks on ONE system
- Stringent quality control using a combination of manual and auto QC
- Unified dashboard with complete visibility for tracking task status
- High end tools for QC and transcoding
- Easy integration with 3rd party systems: Vendor, Scheduling, Sales Order & Rights Management Systems

Cloud Media Services

PFT delivers an exhaustive range of technical, creative and new media services on cloud with defined SLAs, so that studios can focus on what they do best – create better content. Here's a glimpse:

- **Content Localization:** Subtitling, Dubbing, Access Services (Closed Captioning, Subtitles for the Deaf/Hard of Hearing, Audio Description), Text to Text Localization
- **Digital Media Services:** Quality Check (QC) Services, Digitization, Upconversion, Remastering & Restoration Services; Audio Services, Digital Packaging & Delivery Services, Compliance Services, Live Services
- **Creative Services:** Original Promos, Promo Versioning & Localization, Post Production, Brand Services
- **Data Services:** Metadata Consulting, Automatic & Manual Metadata Creation, Metadata Localization

Why PFT?

Innovation and Technology Excellence – PFT is the creator of ERP software, CLEAR®; with five patents for media collaboration systems

Proven – CLEAR® has 1.5M hours of content under management annually; 70% of US production use our product

Extensive Experience – We have two decades of experience in delivering Creative Services, with highly experienced editorial and processing staff

Most Secure – PFT is SOC2 compliant and ISO 27001 certified.

Hybrid Cloud–enabled solution – CLEAR® is hosted in multiple data centers around the world catering to global needs. Leveraging Microsoft Azure's best-in-class cloud services, CLEAR® gives studios immense advantages of security, privacy, transparency and scalability.

Business Value

Compelling business case

- Enhanced operational efficiencies
- Faster time-to-market
- Increased monetization
- Lowest TCOP
- No upfront CAPEX, pay-as-you-grow

Our Clients

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.

www.primefocustechnologies.com

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