PFT

Audio Services

Digitization, Enhancement, Restoration and Upconversion of Audio

Today, audio from legacy media like records, spools, and cassettes are at high risk of damage and deterioration. Such assets need to be digitally processed for preservation as well as monetization purposes. Moreover, the demand for high quality online audio catalogs and music streaming is witnessing extraordinary growth. PFT's comprehensive range of Audio Services enables content owners to deliver cutting edge multi-channel audio playback experiences, while ensuring compliance to international audio standards. Leveraging best-in-class technology and decades of experience, we enhance audio assets for today's 'Digital Next' audiences, while future proofing them for posterity.
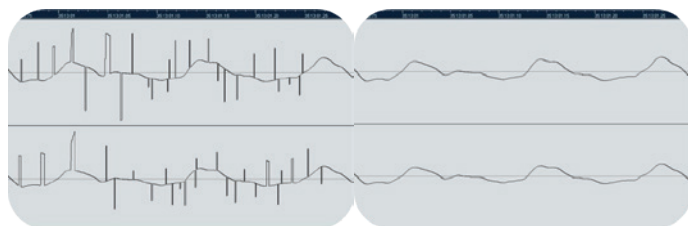
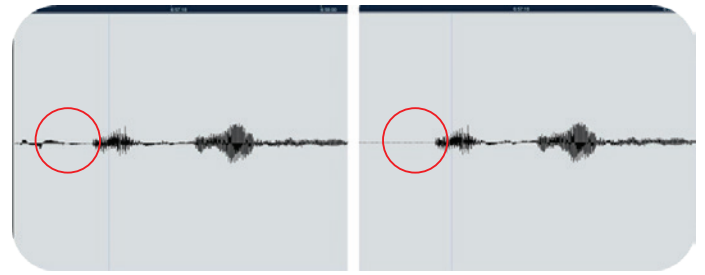Here's what we offer:

Audio Digitization

- Source-agnostic digitization for all formats
- Capture of audio using Digital Audio Workstations (DAW)
- Use of Pro quality players for most legacy audio formats
- Transcoding of digitized content into suitable format for delivery
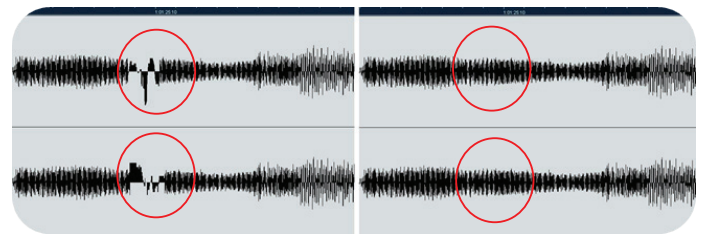- Manual QC & Auto QC of audio

Audio Restoration

- Reduction of noise, clicks, humming etc. without introducing major artifacts
- Manual restoration of defects like thumps, skips, abrupt level changes etc.
- Acoustically treated suites with full range active monitoring Genelec equipment
- Automated restoration using CEDAR Cambridge™ Audio Restoration System
- Use of Pro Tools HD and Nuendo loaded with a variety of plugins

Removal of Audio Clicks: Before & After

Removal of Audio Pops: Before & After

Audio Wave Repair: Before & After

Audio Enhancement & Level Correction

- Audio leveling and tone correction according to country specific audio standards like EBU, AES etc.
- Amplification of low levels by narrowing and compressing the audio signal's dynamic range for consistency

Synchronization & Frame Rate Conversion

- Processing of audio to match changes in video speed during re-purposing (conversion from film to video, PAL to NTSC etc.)
- Matching audio to video by changing frame rate and other parameters

Upconversion

- Mono to Stereo and Mono/Stereo to 5.1 Surround
- Conversion of Mono/Stereo audio to extremely realistic sounding pseudo 5.1 surround for HD telecast or theatrical re-release

The PFT Advantage

- Over 35 years of experience
- End-to-end supporting services for cataloging, bulk digitization, metadata creation & enrichment, archiving, mastering and delivery
- Ability to handle legacy formats including spools, cassettes etc.
- A team of experts well-versed with all industry standard formats and broadcast/digital guidelines

- Stringent QC process
- World class infrastructure:
  - CEDAR Cambridge™ Audio Restoration System for audio processing and correction
  - Sondor Audio Scanner to scan highest quality sound from film reels
  - Dolby® certified QC rooms
  - EMC Isilon for storage
- SLA driven delivery process
- Global delivery model supported by a worldwide network of in-house studios
- Watertight security: ISO 27001 & SOC2 certified
- Dedicated project management support for each client

Facts & Figures

- Restored audio for 800 feature films, 1000+ documentary reels and 500 audio albums
- Digitized 35,000+ hours of audio content
- Audio mastering for 400 films and 500 audio albums
- Audio upconversion for 1000+ TV episodes and 450 films

Business Benefits

- Easy re-use of legacy content for realizing new monetization opportunities
- Significant cost savings driven by global bulk ingest
- No need to maintain expensive storage for physical assets
- Faster Turnaround Time (TAT)

A History of Success

PFT provides Audio services for a host of leading broadcasters, studios and public sector organizations.

and many more..

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

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

For more information, visit **www.primefocustechnologies.com**.