



Managing
The Business
Of Content™

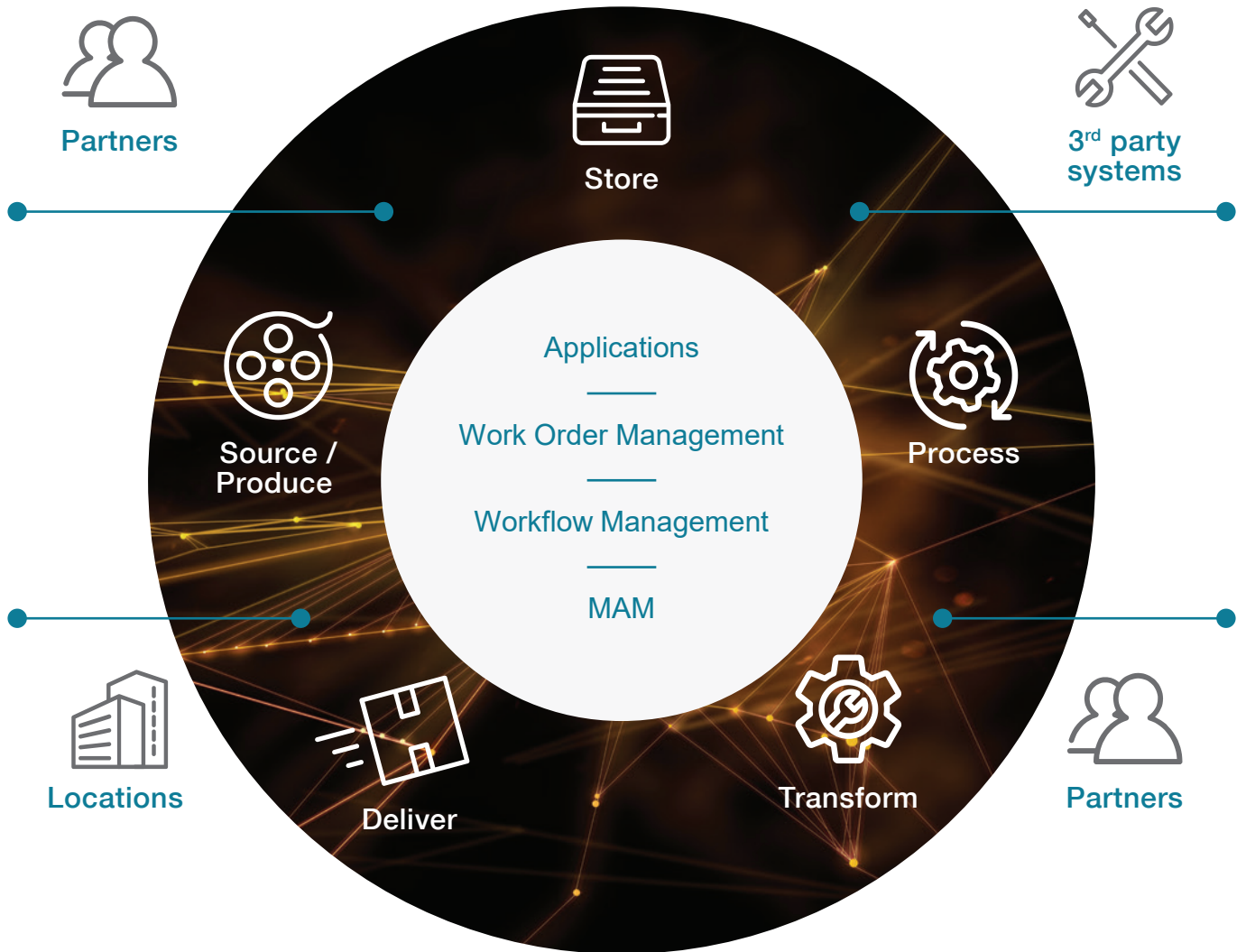
CLEAR™ MEDIA ERP

ONE Software for
the Enterprise

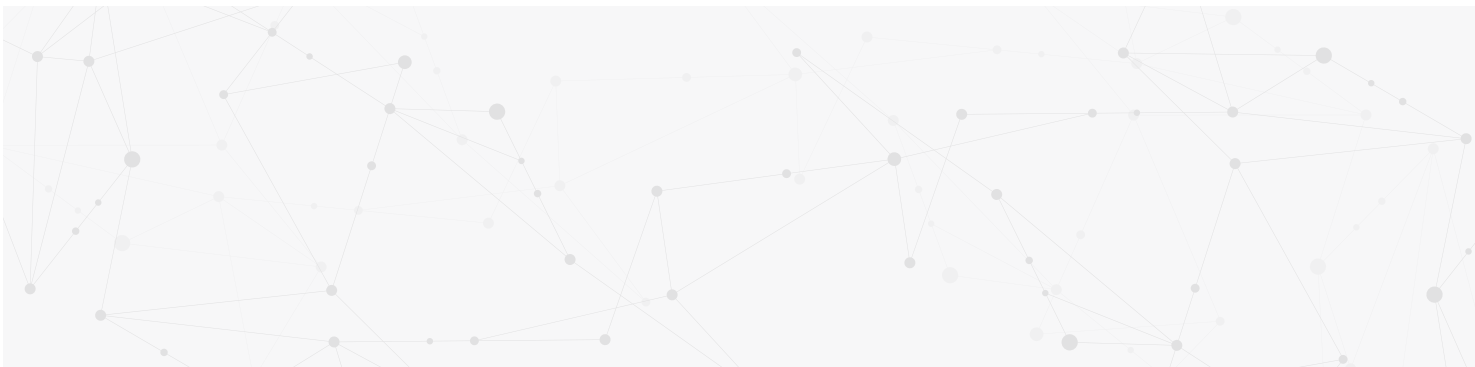
Prime Focus Technologies' flagship product, CLEAR is the world's first, proven Hybrid Cloud-enabled Media ERP Suite that automates the content supply chain. CLEAR helps Media & Entertainment (M&E) companies drive creative enablement, enhance efficiencies, realize new monetization opportunities and reduce Total Cost of Operations (TCOP) like no other. With CLEAR, you get ONE Software for the enterprise that works across all departments and global sites, enabling you to manage end-to-end content operations from creation to delivery on a single software. With Work Order Management embedded in MAM, and transformational AI-led solutions, CLEAR as a Media ERP software offers much more than any other MAM system.

CLEAR MEDIA ERP

A Bird's Eye View



- Offered as SaaS
- Hybrid Cloud architecture
- Multi-tenant, Cross-tenanted platform
- Interoperable, API
- Pre-integrated with 80+ industry standard applications
- Mobility enabled – iOS, Android
- AI/ML integrated
- Holistic approach to Security



CLEAR includes 6 power-packed modules to address your specific business challenges:

CLEAR solutions that are sure to transform the way you work:

- **Cloud MAM** – Automation across content supply chain powered by Work Order
- **Operations Cloud** – ONE Software to manage Content Store, Processing & Delivery of content
- **Broadcast Cloud** – ONE Software for Broadcast – from Creation to Transformation, Distribution and Exhibition
- **Production Cloud** – Production supply chain, automated
- **Secure Screener** – A simple and secure content screening solution
- **Vision Cloud** – AI for Entertainment and Sports
 - **AI for Sports** – Automatically tracks sports action and creates highlights & packages in near real-time
 - **AI for Content Discovery & Search** – Automatically identifies logical scenes and searchable clips in content
 - **AI for Conformance** – Automatically does conformance and also serves as a smart Video comparator
 - **AI for OTT & Traffic Operations** – Automatically identifies unrequired segments like blacks, slates, recaps etc. from long-form content, promos and spots, with frame accuracy
 - **AI for Playout Monitoring** – Helps identify and measure ads, promos and program segments directly from playout
- **Content Acquisition Portal** – A central portal to manage Content Acquisition & the associated processes
- **OTT Distribution** – ONE Software with end-to-end automation for OTT Distribution – from Scheduling to Delivery
- **CLEAR Digital Lab** – Your Media Universe® for Production Supply Chain
- **Promo Operations Automation** – Business process orchestration for promo creation including versioning, automated
- **Centralization** – Automated Content Operations for global enterprise, centralized
- **Mastering Automation** – Domestic & international syndication, automated
- **CLEAR Ingest & Distribution** – ONE Cloud-based software to manage end-to-end workflows for Satellite & Terrestrial distribution

MANAGED SERVICES

To help customers solve specific business challenges, we offer CLEAR along with Managed Services. You can leverage our automation-led solutions along with our wide array of technical, creative and new media services to achieve agility, scalability and speed like never before, with lowest TCOP.

Technology



Asset Management

Archiving, Centralized Library, IMF Ready MAM, Metadata, AI Tags



Work Order Management

Assets with associated metadata and essences; Resources including 3rd party vendors; Tasks including generation, timeline estimation, scheduling, assignment and execution; Orchestration of content workflows



Acquisition

Rights Integration, Centralized Acquisition Process; IMF Package Creation, QC, Ingest Automation



Services



Library Services

Digitization, Restoration and Upconversion, 4K Remastering, Metadata Services



OTT Services

QC, Metadata, Compliance Edit, Localization, Transcoding, Digital Packaging, Live Streaming and Live VoD



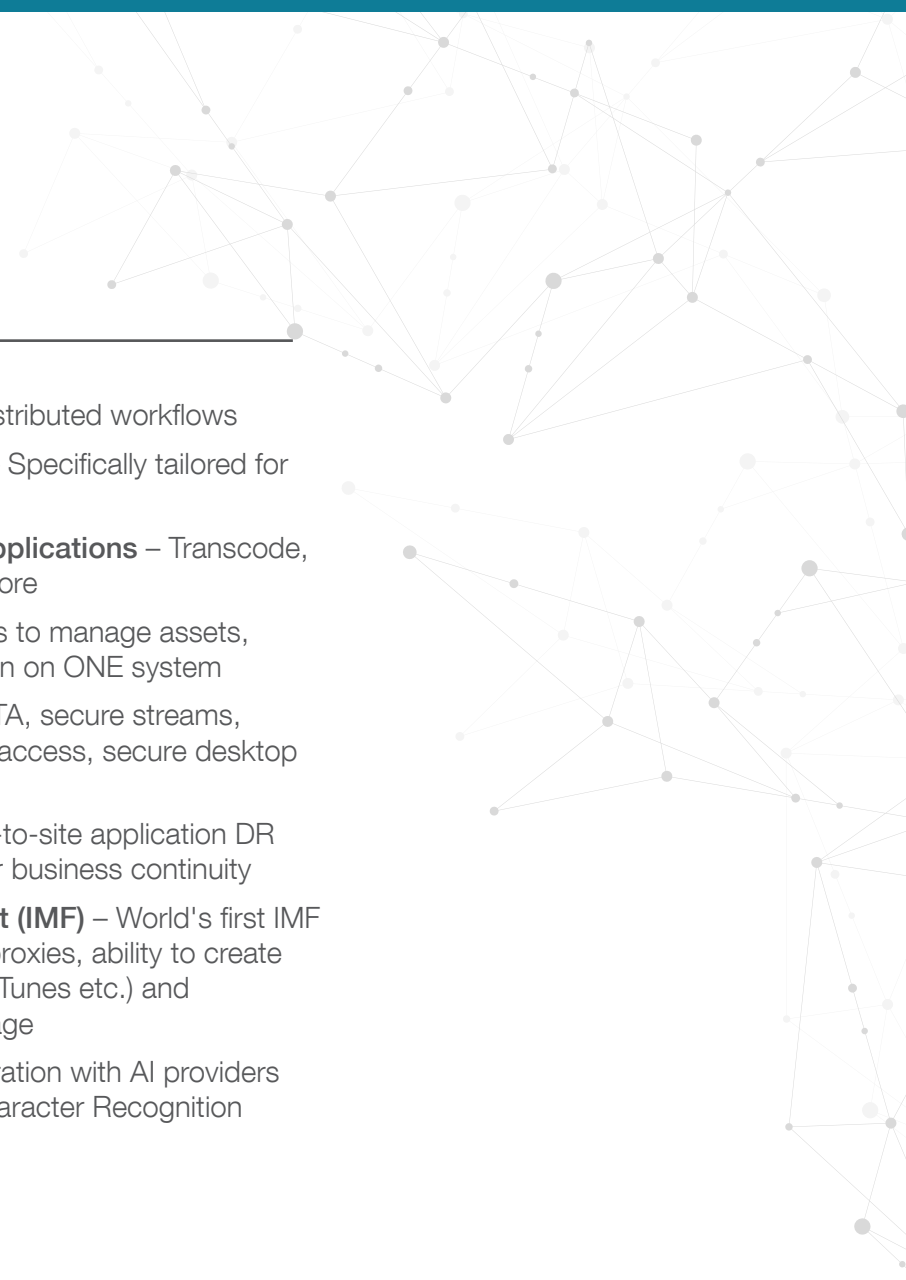
Creative Services

Promo Creation, Promo Packaging, Versioning, Short-form & Long-form Content Production Automation

POWERED BY MICROSOFT AZURE

Azure's scale, reach and unparalleled AI capabilities help implement CLEAR Media ERP across geographies with extreme reliability, scalability, performance and global accessibility. Leveraging Microsoft Azure's best-in-class Cloud services, CLEAR gives you superior best-in-class advantages of security, privacy, transparency and scalability. Integration with Azure empowers YOU with the freedom to choose from multiple compute and storage options to scale infrastructure with very minimal capex investment.

THE CLEAR ADVANTAGE

- **Multi-Cloud Architecture** – To manage distributed workflows
 - **Business Process Management (BPM)** – Specifically tailored for content operations
 - **Pre-integrated with industry standard applications** – Transcode, Archive, QC, File Acceleration and many more
 - **Work Order Management** – Enables users to manage assets, resources, tasks and workflow orchestration on ONE system
 - **Watertight Security** – Integration with OKTA, secure streams, Just-in-time watermarking, content-based access, secure desktop player and more
 - **Disaster Recovery (DR)** – Always on, site-to-site application DR with support for content and application for business continuity
 - **Support for Interoperable Master Format (IMF)** – World's first IMF media player for playback over streaming proxies, ability to create deliverables for different platforms (Netflix, iTunes etc.) and specifications (like DPP) from an IMF package
 - **Artificial Intelligence (AI) support** – Integration with AI providers like GrayMeta/Azure/Google for Optical Character Recognition (OCR), Speech-to-text etc.
- 

WHY WE WIN



Innovation and technology excellence

PFT is the creator of ERP software, CLEAR; with five patents for media content collaboration systems across the production process



Proven

CLEAR has 1.5 million hours of content under management across 220 physical sites; 50% of the US studios use our product



Extensive experience

PFT has 2 decades of experience in creative services, and highly experienced editorial and processing staff



Trusted partner

PFT is SOC2 compliant and ISO 27001 certified.



Multi-cloud enabled solution

CLEAR's multi-cloud architecture gives content creators the flexibility to leverage elastic, best-of-breed public cloud tools & infrastructure, or tap into on premise infrastructure-led operations

WHAT'S IN IT FOR YOU?



Lower Total Cost of Operations (TCOP)



Greater creative control



Faster Turnaround Time (TAT)



Increased monetization



Lower capex investments, higher scalability

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 broadcasters, studios, brands and service providers transformational solutions that help them lower their Total Cost of Operations (TCOP) by automating business processes around content and managing their business of content better.

PFT works with major M&E companies like Turner, PBS, Walt Disney-owned Star TV, Hearst, Channel 4, CBS Television Studios, 20th Century Fox Television Studios, Lionsgate, Starz Media (a Lionsgate company), Showtime, A+E Networks, Complex Networks, HBO, IFC Films, FX Networks, Miramax, CNBC Africa, TERN International, Sony Music, Google, YouTube, Novi Digital – Hotstar, Amazon, HOOQ, Viacom's Voot, Cricket Australia, BCCI, Indian Premier League and The Associated Press.

PFT is the technology subsidiary of Prime Focus, the global leader in M&E industry services. For more information visit: www.primefocustechnologies.com



www.primefocustechnologies.com

