



PFT

Managing
The Business
Of Content™

Prime Focus Technologies

Technology and Cloud Media Services



What We Do

Technology

CLEAR™ Media ERP Suite

Cloud MAM

Automation across content supply chain powered by Work Order

- **Interoperable Master Format (IMF)**

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

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

DAX® Production Cloud

Production Supply Chain Automation

- **CREATE**

A Mobile App for end-to-end Production Management

CLEAR Vision Cloud

AI-led Micro Services for Entertainment and Sports

CLEAR Solutions

Centralization

Automated Content Operations for global enterprise, centralized

Content Acquisition Portal

A central portal to manage Content Acquisition and associated processes

Promo Operations Automation

Business process orchestration for promo creation, with auto assist versioning & delivery

Mastering Automation

Domestic and international syndication, automated

OTT Distribution

Work Order driven OTT Distribution – from Scheduling to Delivery

CLEAR™ Digital Lab

Your Media Universe® for Production Supply Chain

What We Do

Cloud Media Services

Digital Media Services

- QC – Spot QC, Broadcast Standard Full QC, Automated QC
- Digital Packaging & Delivery – Transcode, Package and Deliver to S VoD, T VoD, A VoD and OTT
- 4K Remastering, Restoration and Upconversion – 4K/2K Remastering, Upconversion to HD/4K using Academy® Award-winning 'Lowry Process', Picture & Sound Restoration
- Compliance Services – Cataloging and editing for delivery across territories with varied broadcast regulations
- Live Services – Digital Play-out, Live Streaming, VoD Packaging and 24/7 Monitoring
- Digitization Services – Audio & Video Digitization
- Mastering Services – Editing and Remastering to create Broadcast/Syndication files
- Content Migration Services
- Audio Services

Data & Analytics

- Metadata Services - (Consulting, Automatic Creation, Manual Creation, Localization)
- Analytics

Content Localization Services

- Scripting
- Subtitling
- Dubbing
- Access Services – Closed Captioning, Subtitles for the Deaf/Hard of Hearing (SDH), Audio Description
- Text to Text Localization

What We Do

Creative Services

- **Promo Services** – Original Promos, Promo Versioning & Localization
- **Post Production Services** – Editorial, Graphics, 4K Online and Finishing, Dolby® Surround – Design & Mastering
- **Brand Services** – Content Creation, Animation & Visual Effects (VFX), Spot Distribution, Asset Management & Archival on Cloud, Online Video Platform

Business Model

Software-as-a-Service (SaaS)

- Lowest Total Cost of Operations (TCOP)
- Pay by transaction, per month, per quarter, per user – however you prefer
- Simply pay-as-you-grow

CLEAR Value Proposition



Drive
Creative
Enablement



Enhance
Efficiencies and
Sustainability



Reduce Total
Cost of
Operations
(TCOP)



Realize
New Monetization
Opportunities

Key Facts

- We manage **1.5M** hours of content annually
- **CLEAR CLOUD MAM** has been in production for the last **11 years**
- We helped 21st Century Fox's STAR India reduce carbon emissions by **84315 CO2**
- We power **400** TV shows daily
- Over **50%** of US primetime scripted network television production use our product
- We manage content & content workflows across **183** physical sites
- VoD fulfillment of **10M** assets annually
- Saves **30%** costs; enhances **40%** efficiencies

Who Loves CLEAR™



Broadcasters



Studios



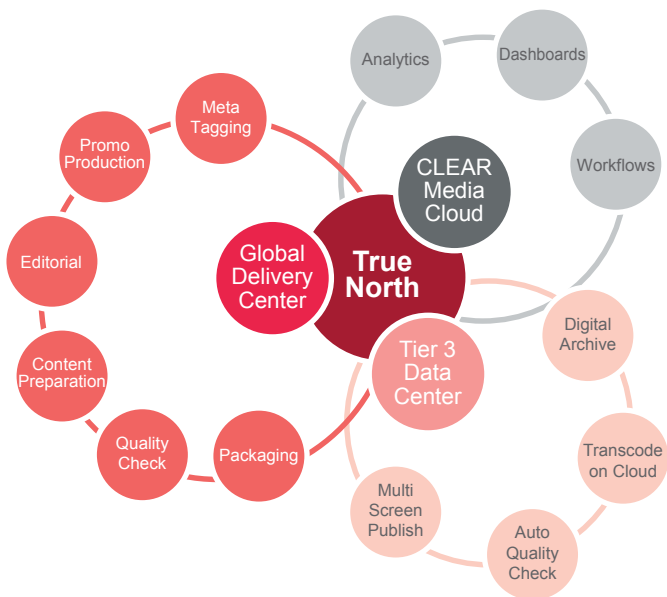
Brands



Sports

Infrastructure

TRUE NORTH - Global Media Factory



155

Edit Suites

14

5.1 QC Rooms

16

Sound Studios

450

Ports on 10 Gbps LAN

27001

ISO 27001
Certified

2500

TB of Near-line
Storage

SOC2

SOC2
Certified

Clients



IFCFilms



SHOWTIME



turner

Google



LIONSGATE

STARZ

MIRAMAX®

FX



HBO

A+E
NETWORKS



COMPLEXNETWORKS

VIACOM 18



HOOQ

amazon

Discovery
COMMUNICATIONS INDIA



AP



HEARST



TATA | sky

ICC