CLEAR™ Digital Lab

Your Media Universe® for Production Supply Chain

Business
Context

The storm clouds of piracy have been gathering over the Media & Entertainment (M&E) industry for a while now. Every year, new sets of content creators across the globe join the wagon of beleaguered content theft victims. By 2022, losses due to piracy are expected to hit 51.6 billion USD across the global TV and movie industry.*

What makes the M&E industry an easy target? Much of their susceptibility is centered on the fact that most content creators have a sprawling supply chain with large volumes of content moving through at all times. Sending content to external stakeholders for operations like editorial, localization, VFX, post, audio and mastering is a necessity rather than a choice. The sheer number of touch points content passes through from start to end is what make a pirate's job that much easier.

So how can technology help change this game? How can the right technology stack help content creators be in control of their production assets at all times with maximum security?

As-is Workflow

- Production houses and studios shoot content at a remote location

- Content is transferred to a co-location site on a hard disk through runner boys

- Multiple copies are created and transferred to different locations for editorial, VFX, post, sound etc. through hard disk/memory cards

- One copy each is archived in LTO tapes at a Production house and an Edit house

CLEAR™ Digital Lab
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PFT's 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.

CLEAR Digital Lab 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 handle 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.

Why
on Microsoft Azure?

Azure's scale and reach helps to implement Digital Lab across geographies with extreme reliability, scalability, performance, and global accessibility powered by Microsoft.

Leveraging Microsoft Azure's best-in-class cloud services, CLEAR Digital Lab gives you unparalleled 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.

With CLEAR Digital Lab, gone are the days of having to purchase hard drives endlessly, juggle with multiple formats, struggle to view Dailies or worry about transcoding and distributing assets for production, editorial, VFX, audio, marketing, exhibition, etc.

- Production houses and studios shoot content at a location using PFT cameras (optional) and hard disks

- Content is uploaded at a centralized content hub to Azure for further processing and distribution

- PFT inserts forensic watermarking and digitally transfers content to different locations for editorial, VFX, post, sound etc.

- Review and approval of Dailies takes place on PFT's DAX Production Cloud

- Digital Lab dashboards track real-time movement of content

How will it work with CLEAR Digital Lab?

Cameras and HDD by PFT

Shoot Locations

HDD cost saved

Raw + edit files

Multiple Vendors for DI, VFX, Distribution, etc.

dax Production Cloud

Dailies

Storage

Forensic Watermarking on each Entry/Exit point

Azure

Central Storage, no duplication

Production House

Business
Benefits

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:
Enjoy complete peace of mind with Digital Lab's watertight security features like watermarked distribution, forensic security and encryption

Integration with Dailies:
Review Dailies anywhere, anytime through Primetime Emmy® award winning, DAX®

Centralized storage and archival on Cloud:
Leverage benefits of security, scalability and workflow acceleration by storing and archiving content on Azure

RAW camera ingest:
Acquire RAW footage and rushes securely

4K and 4K HDR workflows:
Ease of operations for high-res content

Why
we win

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, 70% of US production use our product

Extensive experience:
PFT has two decades of experience in creative services, and highly experienced editorial and processing staff

Trusted partner:
PFT is SOC2 compliant and ISO 27001 certified. Certified under the Netflix post partner program (NP3) and Netflix preffered fulfillment program (NPFP) Azure has the most comprehensive compliance coverage (70+ compliance offerings) and is recognized as the most trusted Cloud for U.S. government institutions

Hybrid Cloud-enabled solution:
CLEAR is hosted in multiple data centers around the world catering to global needs. CLEAR's native hybrid architecture, coupled with Azure's hybrid consistency in application development, security & management and identity management is an unbeatable combination