



PFT

Managing  
The Business  
Of Content™

# Dubbing

## Creating Language Versions of Visual Media

In today's age of multi-channel global television, viewers have access to a host of international and regional language television shows and movies. Dubbing allows them to enjoy this content, while allowing them to focus on the visuals, not subtitles. For broadcasters, finding the best possible Dubbing partner is crucial, as low-quality Dubbing risks destroying the original intent of the creator, putting viewers off completely.

## The PFT Advantage

Prime Focus Technologies (PFT) enables content owners to convert original language content to multiple languages with the assistance of digital workflows via CLEAR™ — our flagship Media ERP Suite. We pay special attention to the nuances of diction, accent, voice modulation, and expression in each Dubbing project we undertake. Here's what we offer:

- Proven expertise, with over 2 decades of dubbing experience
- Dubbing capabilities in over 60 languages
- We trans-create, adapt, audition, cast, supervise, record, mix and master content for films, ads, serials, documentaries, animation, gaming, and e-learning content
- Largest talent pool of scriptwriters and dubbing directors in India
- State-of-the-art in-house recording studios in New York, Mumbai, Delhi, Kolkata, and Chennai
- Delivery of final language master in mono, stereo, or Dolby 5.1/7.1
- Superior storage systems - EMC Isilon
- Superior technology - Pro Tools 12 with latest plugins including AKG mics & Genelec audio monitors
- Global delivery model that leverages the best available local talent
- Award-winning cloud technology, CLEAR™ to track and manage all assets using a single interface along with end-to-end work order management

- Stringent QC process
- Best-in-class infrastructure and storage systems
- Support for all format types
- 24/7 personalized customer support
- Dedicated project management for each client in their respective time zone
- We are certified under the Netflix Preferred Fulfillment Partner (NPFP) Program and Netflix Post Partner Program (NP3)
- We meet the industry's highest standards for security, availability, confidentiality, and processing integrity
- ISO 27001 and SOC2 certified

## Facts & Figures

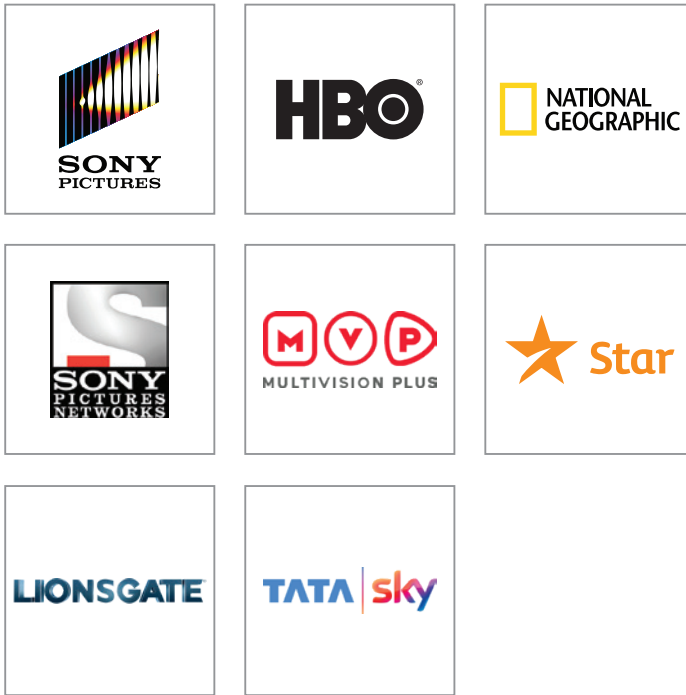
- We have delivered to clients globally, including:
  - 7,000+ hours for NatGeo Wild, Fox Traveler and NGC
  - 550 hours for HBO Asia
  - 400 hours for Zee TV South Africa
- Current track record of Dubbing 7,000 hours per year
- 21 dedicated in-house audio studios
- 30 full-time Sound Engineers
- 30 full-time Voice Directors
- 5 senior QC Staff to ensure quality of output

## Business Benefits

- Lower production cost with offshore processing workflow
- 24/7 personalized support
- Tight turnaround time with no compromise in quality
- Increased operational efficiencies

## A History of Success

PFT is a preferred Dubbing partner for some of the world's largest broadcasters. We support Dubbing operations for films, documentaries, and television programs within their region and globally.



### 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, 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](http://www.primefocustechnologies.com)



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