



# SecureScreener

## Operational and Business Challenges

- Fear of piracy and revenue leakage
- Time and effort spent on logistics such as DVD packaging, shipping and tracking
- No timely feedback from prospects and recipients
- No visibility in to basic user behavior – Viewed, not viewed etc.
- No levers for control – Expiry, traceability, feedback etc.
- Huge recurring costs with no productive use

## What you need

- A digital, contemporary and secure screener application
- A robust, superior alternative to shipping DVDs with access to your content anywhere, anytime – all on a secure cloud
- Peace of mind
- Assured high quality viewing experience for your customers
- Ways to connect with your prospects and build on it

## What we offer

CLEAR SecureScreener is the Media and Entertainment industry's first robust screener application that is secure and offers a superior substitute to DVDs and portals like Vimeo, YouTube and Goscreening. It saves you the hassle of managing logistics such as shipping DVDs. Stay assured as CLEAR Media ERP's Secure Player is unbreakable. It cleverly blocks any download attempt so you know your content is safe. And to top it off, it offers a high-quality viewing experience just so your users don't miss the DVD feel. You don't have to wait for feedback anymore. Get access to information like who viewed, liked, shared, and downloaded your content at the touch of a button, literally!

## Features of SecureScreener

### User Functionality

- Secure Multi-Track Player (frame accurate with data overlays)
  - o Robust key encryption providing protection from content piracy/unauthorized downloads
- Viewing – best video viewing experience
  - o Simple viewing experience with action handles for instant feedback
  - o Strengthened by high performance geo-streaming and CDN infrastructure options – a first for screeners
- Mobility
  - o iPad
  - o iPhone
- Screeners Publish – Configure and send out screeners with customizable rules defining how users will experience screeners
  - o Publish
    - Stream – only view
    - Download (with DRM)
    - Share with other users
    - Publish as Reel/Individual – select publish options as stitched reel or individual assets
    - Individual or mass publish to groups of users – internal and external
    - Ad hoc – On-the-fly publish with ad hoc asset ingest and deliver
  - o Security – https-enabled, token-based authentication and key encryption
    - Watermarking
    - DRM
      - Support to download and stream content
      - Support across devices and platforms – browser, desktop, iPad, iPhone and Set Top Box
    - IP Lock – access to an IP/Range of IP addresses

- o Expiry – Choose when, how long and how often a viewer can screen a video
  - Number of days – Control end date for viewing the video
  - By date – Decide start date, send videos out early and control release
  - Numbers of views – Control how many times a video can be screened
  - Extensions – Allow extension of expiration time
- o Screener Quality – Adaptive bit rate support variable from 512 kbps to 6 mbps proxies
- o Library Actions – Player, search, filters and metadata view
- Analytics – Real-time analytics with screeners as a video is played
  - o Dashboards – Scoreboard type dashboards to see what is happening, interactive, quick-summary
  - o Instant feedback lets you see who
    - Viewed
    - Liked
    - Shared
    - Downloaded instantly
    - Viewed for how long
- Branding – Insert your logo as a watermark on web pages, screening room and packages with customized email from your account and custom URL options

#### Administration Functionality

- Upload
  - o Browser-based accelerated file ingest using web form (browser plugin)
  - o Work order-based – ingest against a pre-created work order to minimize data entry errors
  - o Multiple formats supported
    - H.264
    - DNxHD
    - Pro Res
  - o Support for single, multiple files, folder bulk ingest

- Reporting – View pre-configured reports by date range, content type, workflow, workflow status in exportable formats
- Self-Administration – Simple to use interface where you control who has access to your media, create users, groups, notifications, publish templates and custom workflow

#### Infrastructure and other features

- World Class Infrastructure – Access to world's most secure, managed media streaming infrastructure
- SLA-driven – World class support with guaranteed service levels

Besides these, being a part of the CLEAR Media ERP Suite, SecureScreener users also get to leverage the advantages of the core platform – including Library, Search, Dashboards, Workflow Monitor and Reporting.

- Modular – Starting with SecureScreener, you can extend to other CLEAR Media ERP Modules – Cloud MAM, Broadcast Cloud, Operations Cloud, Distribution Cloud and Production Cloud
- Integrated Services – Service enablement features provide access to Metadata Enrichment services like cataloguing, ad contextualization and new media search tag enrichment
- Professional Services in Implementation – SecureScreener is supported by an experienced team of functional and technical consultants with years of exposure to workflows across the content life cycle
- Managed Services – Managed Services including helpdesk support for application and infrastructure management support through a fully secure, automated and certified Network Operations Center

### Did you know?

- For every \$20 of direct cost of physical screeners, \$80 more are lost in indirect costs
- You drain \$15,000 for every 500-user publish

### Benefits

- Save Costs
- Sell Better
- Peace of Mind – Screen fearlessly without having to worry about piracy
- Pay-as-you-use, no need to pay for application licenses and end up under-utilizing them
- Quick, easy and contemporary
- SaaS Model, no upfront CAPEX, conserving capital that can be invested on creating content
- Most secure – ISO 27001 and SOC2 certified



## 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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