

INDIA AT NAB SHOW, LAS VEGAS, APRIL 2014



**PRIME FOCUS
TECHNOLOGIES &
DAX AT NAB**

Our vision is to build the best enterprise platform for virtualizing the content production supply chain and with DAX acquisition we are taking a giant step in that direction

Ramki Sankaranarayanan

Founder and CEO,
Prime Focus Technologies

SOUTH LOWER HALL BOOTH # 9605

**WHAT'S
REALLY
DRIVING**

PFT & DAX

The Marriage of PFT and DAX

No one could have predicted that it would happen this way: two companies from distant points on the compass, two leaders emerging from widely different backgrounds to shift the industry paradigm together, says veteran journalist and tech business consultant Rex Weiner

Future historians charting the media industry's analog-to-digital transformation may well mark the March 2014 announcement that Prime Focus Technologies signed a definitive agreement to acquire DAX as a tipping point—and NAB 2014 as the place where it all came together.

"This is our first major show along with DAX," said Ramki Sankaranarayanan, Founder and CEO, Prime Focus Technologies. "We are now offering CLEAR™, our award-winning Hybrid Cloud technology-enabled Media ERP platform with DAX's Digital Dailies® as the entry point to help broadcasters, studios, brands, sports and digital businesses drive creative enablement, enhance ecosystem efficiencies and sustainability, reduce cost and realize new monetization opportunities."

"PFT has tremendous resources at its disposal," said Patrick Macdonald-King, CEO, DAX who will assume the role of PFT President and join PFT's executive team overseeing North America. Citing PFT's 250-person-strong R&D and product development team, Macdonald-King added, "This marriage allows DAX to fulfill its vision and extends DAX's support

of file-based workflows across the enterprise. PFT's awesome arsenal of technology tools will drive the DAX product offering to a new level."

No one could have predicted that it would happen this way: two companies from distant points on the compass, two leaders emerging from widely different backgrounds to shift the industry paradigm together. Yet, in finding common ground, they have taken up a common commitment to achieve their mutual mission.

DAX grew up in Hollywood over the past decade, from a handful of employees to an expanding dynamo based in Culver City as well as serving Canada's media industry, and its clientele shooting in Canada, from its Toronto office, delivering cloud-based workflow tools and services to most major studios and network/cable channels. Winning the 2013 Primetime Emmy Award for its Digital Dailies®, DAX has become the de facto industry standard for television production, powering top-rated shows such as "Mad Men," "Glee," "Homeland," "NCIS," "CSI," "Big Bang Theory" and "The Mentalist."

PFT started in a Bangalore garage, mushrooming into a multi-million dollar sub-



Our team at NAB this year will be demonstrating a powerful array of Media ERP solutions for the production industry

Ramki Sankaranarayanan,
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sidiary of the publicly-held global powerhouse Prime Focus. PFT works with major content owners like Bloomberg, Disney, Warner Bros., STAR TV, ZEE TV, EROS International, SONY Music, Viacom 18, SONY MSM, BCCI (Board of Control for Cricket in India), IPL (Indian Premiere League), Hindustan Unilever Limited, The Associated Press, A&E TV Network and Schawk!. PFT offers its customers solutions that help them virtualize the content supply chain and manage not just content but the business of content. Sankaranarayanan, 44, is from Tamil Nadu, South India and earned his engineering

technologies to him from Tata Elxsi. A decade later, Ramki was starting over with a new company in Bangalore when he called Namit to congratulate him on the birth of his first son. The ensuing conversation led to Prime Focus funding Ramki's pursuit of his vision for the digital media continuum. Along with BITS Pilani classmate Ganesh Sankaran, Ramki founded Prime Focus Technologies in 2007 in a small garage in Bangalore. One year later, they landed their landmark deal with BCCI (Board of Control for Cricket in India).

Canada-born Patrick Macdonald-King, 42, is based in Los Angeles and assumed the role of CEO of DAX when Sample Media Services, Digital Dailies®, and his own company, DAX Solutions, merged operations in 2007. Prior to DAX, Macdonald-King had stints in branding, marketing and production for companies such as Mamisi Digital Media, Au Bon Pain, BBDO and Ogilvy & Mather. A leading authority on digital asset management and file-based workflow solutions, Macdonald-King was a featured speaker at the 1st Annual Media & Entertainment Industry

Summit in Tianjin, China, delivered a keynote address at the 2013 NAB Cloud Computing Conference, and will be a speaker at this year's NAB addressing Content Creation in the Cloud on a panel sponsored by the University of Southern California's Entertainment Technology Center.

Both Sankaranarayanan and Macdonald-King have strong viewpoints on the future of TV production technology. They call it Production on the Cloud and TV Everywhere.

"Our vision is to build the best enterprise platform for virtualizing the content production supply chain and with DAX we are taking a giant step in that direction," said Sankaranarayanan. "Our team at

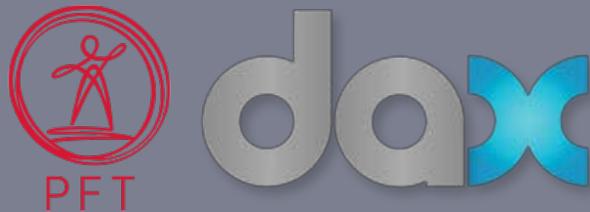
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degree from the Birla Institute of Technology & Science, Pilani. After earning his MBA from S.P. Jain Institute of Management and Research in Mumbai, he re-joined Tata Elxsi after an earlier stint, this time serving as industry manager for film, video, and broadcasting. He launched Tata Elxsi's US operations in 1998; in four years the company's revenues topped US\$40M. Returning to India at the age of 30, Ramki became the youngest person in the Tata world to be named General Manager and head of Worldwide Sales and Marketing. During this period he developed his innovative conceptualization of the digital media continuum –from content creation to consumer consumption.

When Namit Malhotra started Prime Focus in 1997, Ramki sold one of the first

NEW PFT PRODUCTS AT NAB 2014

South Lower Hall Booth # 9605

PFT will be showing CLEAR™, the world's first hybrid cloud-enabled Media ERP platform that virtualizes the content supply chain and manages "not just content but the business of content," says RamkiSankaranarayanan. New features added to CLEAR™ configurable modules include a newly-added rating dashboard and enhanced BPM engine with 30 workflow primitives and an enhanced publish engine extended up to 400 robots—Playlist and Media Management, Sizzle Reel/Storyboard features and Vendor and compliance submission, Concurrent Reviews with chat window.

PFT will also be unveiling these new products:

- DAX Mobile® for viewing iDailies® on iPhone
- DAX BOX™, a set-top allowing users to stream HD content at home, office or screening room, including Digital Dailies® service and full workflow and DAM capabilities

In addition, PFT is offering a sneak preview of its visionary Production Hub Application. To be introduced later this year, this app will deliver camera-to-archive services in an unparalleled digital media continuum.

For more information visit:
www.primefocustechnologies.com

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“PFT’s CLEAR™ platform is the most scalable and feature-rich application I have seen in the market and their laser-like focus on servicing the media industry is unique,” said Macdonald-King. “Most of the competition is focused on single-point solutions that further cement the siloed approach which is detrimental to long-term agility and sustainability of media businesses.”

For DAX customers, Macdonald-King emphasizes that all tech support, client services, product design and account management will remain in Los Angeles, but also expand to the PFT offices in New York and London to better service the East Coast and Europe.

The global market for media asset management, workflow management, collaboration and media processing services is pegged at approximately US\$10 billion, according to an Ernst & Young survey. With content enterprises like broadcast net-

works faced with flat top lines and rising operating costs, companies are increasingly looking to solutions like those offered by PFT and DAX to enhance profitability by realizing New Media monetization opportunities in the multi-screen world.

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“Leveraging PFT’s CLEAR™ Media ERP, we can go beyond Digital Dailies®, offering end-to-end production workflow, a camera-to-archive service and cloud applications that foster true automation of the studio pipeline,” said Macdonald-King “At NAB we will be launching DAX Mobile for viewing iDailies on iPhone, and DAX BOX, our new set-top DVR-like device that allows users to stream 1080p frame-accurate content on their big screen. I’m happy to say that DAX BOX is our first collaborative effort with PFT and we’re looking forward to even more exciting developments in the future.”



Rex Weiner has been a speaker at FICCI Frames and led a screenwriting workshop at the International Film Festival at Goa organized by the CII. A member of the Writers Guild of America since 1982, Weiner’s screen credits include The Adventures of Ford Fairlane directed by Renny Harlin for 20th Century Fox and the TV series Miami Vice. As a staff reporter for Variety, he covered international film, film finance and entertainment technology. His articles have appeared in many magazines including Rolling Stone and The Paris Review. Through his company MediaTek, he serves as a business consultant for several high-tech companies.