

PFT coins 'Media ERP'



Launching in South East Asia
CLEAR™ Media ERP.



PFT's Ramki Sankaranarayanan and his team are at BroadcastAsia to demonstrate the Clear Media ERP platform.

'Media ERP' is a term coined by Prime Focus Technologies (PFT) that it wants visitors at BroadcastAsia2014 to remember, as the company's main product offering revolves around the concept of 'enterprise resource planning', or ERP and how this process can be applied to the media and entertainment business.

Generally, ERP is a business management software — usually a suite of integrated applications — that a company can use to collect, store, manage and interpret data from many business activities. It is used in various enterprise environments such as health care and banking.

ERP, says Ramki Sankaranarayanan, CEO of PFT, is the concept for Clear Media ERP, PFT's award-winning hybrid cloud technology platform.

Already being used by a number of major content providers in India, Europe, and the US, the Clear Media ERP cloud media services can help broadcasters drive creative enablement, enhance ecosystem efficiencies and sustainability, reduce cost and realise new monetisation opportunities.

Sankaranarayanan says the time is right for South-east Asia to experience PFT's cloud offerings, thus the decision to come to BroadcastAsia2014 to test the market.

He tells the Show Daily that for broadcasters, the concern is always about costs, and the Clear system promises to help them maximise efficiencies, at the same time reduce costs of managing and deploying media, as Clear does not need major install investments.

The entire software platform is built on a modular architecture comprised of several functional modules built on the base enterprise core module to cater to the various functions and businesses within the M&E enterprise.

It is also a 'pay as you use' model, so broadcasters would only need to pay for services that they actually consume.

In short, it is about workflow and activity management at an enterprise level, concludes Sankaranarayanan.

Interested parties, and those that want to experience Media ERP, head to **booth 5A8-02.**

Broadcast Professional acquires Alpatron Asia's broadcast business

Systems integrator Broadcast Professional (BP) has announced the acquisition of Alpatron Asia's broadcast business.

Established in 1997 as a radar components distributor to the marine industry in South-east Asia, Alpatron Asia now distributes products in the marine, medical, broadcast and satellite markets throughout Asia.

Joseph Ho, director of BP, says: "I used to work closely with Alpatron Asia when I was a manufacturer. They are a competent and valued partner and have always kept their standard of service high."



Broadcast Professional's Joseph Ho, speaking of the company's acquisition of Alpatron Asia's broadcast business: "They are a competent and valued partner and have always kept their standard of service high."

BP's takeover of Alpatron Asia's broadcast businesses includes key clients like Singapore's terrestrial broadcaster MediaCorp and pay-TV operator StarHub, as well as Malaysian

satellite operator Measat.

At BroadcastAsia2014, BP also announced that both Ross Video and EVS have appointed the company as their Singapore dealer.

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