



PFT

Managing
The Business
Of Content™

Prime Focus Technologies

Technology and Cloud Media Services



What We Do

Technology

CLEAR™ Media ERP Suite

Cloud MAM

Automation across content supply chain powered by Work Order

- **Interoperable Master Format (IMF)**

World's first IMF Media Player for playback over streaming proxy

Operations Cloud

ONE Software to manage Content Store, Processing & Delivery of content

Broadcast Cloud

ONE Software for Broadcast – from Creation to Transformation, Distribution and Exhibition

DAX® Production Cloud

ONE Software for Dailies and Post Workflows

- **CREATE**

A Mobile App for end-to-end Production Management

CLEAR Vision Cloud

Intelligence or Wisdom. You Choose

CLEAR Solutions

Content Acquisition Portal

Automated Work Order to manage planning, acquiring, evaluating, cataloguing and scheduling content

OTT Distribution

Work Order driven OTT Distribution – from Scheduling to Delivery

CLEAR™ Digital Lab

Your Media Universe® for Production Supply Chain

CLEAR™ Ingest & Distribution

ONE Cloud-based software to manage end-to-end workflows for Satellite & Terrestrial distribution

Promo Operations

End-to-end business process orchestration for promo creation including versioning automation

Mastering Automation

An efficient way to create masters for domestic and international syndication

What We Do

Cloud Media Services

Digital Media Services

- QC – Spot QC, Broadcast Standard Full QC, Automated QC
- Digital Packaging & Delivery – Transcode, Package and Deliver to S VoD, T VoD, A VoD and OTT
- 4K Remastering, Restoration and Upconversion – 4K/2K Remastering, Upconversion to HD/4K using Academy® Award-winning 'Lowry Process', Picture & Sound Restoration
- Compliance Services – Cataloging and editing for delivery across territories with varied broadcast regulations
- Live Services – Digital Play-out, Live Streaming, VoD Packaging and 24/7 Monitoring
- Digitization Services – Audio & Video Digitization
- Mastering Services – Editing and Remastering to create Broadcast/Syndication files
- Content Migration Services
- Audio Services

Data & Analytics

- Metadata Services - (Consulting, Automatic Creation, Manual Creation, Localization)
- Analytics

Content Localization Services

- Scripting
- Subtitling
- Dubbing
- Access Services – Closed Captioning, Subtitles for the Deaf/Hard of Hearing (SDH), Audio Description
- Text to Text Localization

What We Do

Creative Services

- **Promo Services** – Original Promos, Promo Versioning & Localization
- **Post Production Services** – Editorial, Graphics, 4K Online and Finishing, Dolby® Surround – Design & Mastering
- **Brand Services** – Content Creation, Animation & Visual Effects (VFX), Spot Distribution, Asset Management & Archival on Cloud, Online Video Platform

Business Model

Software-as-a-Service (SaaS)

- Lowest Total Cost of Operations (TCOP)
- Pay by transaction, per month, per quarter, per user – however you prefer
- Simply pay-as-you-grow

CLEAR Value Proposition



Drive
Creative
Enablement



Enhance
Efficiencies and
Sustainability



Reduce Total
Cost of
Operations
(TCOP)



Realize
New Monetization
Opportunities

Key Facts

- We manage **1.5M** hours of content annually
- **CLEAR CLOUD MAM** has been in production for the last **10 years**
- We helped 21st Century Fox's STAR India reduce carbon emissions by **84315 CO2**
- We power **400** TV shows daily
- Over **70%** of US primetime scripted network television production use our product
- We manage content & content workflows across **183** physical sites
- VoD fulfillment of **10M** assets annually
- Saves **30%** costs; enhances **40%** efficiencies

Who Loves CLEAR™



Broadcasters



Studios



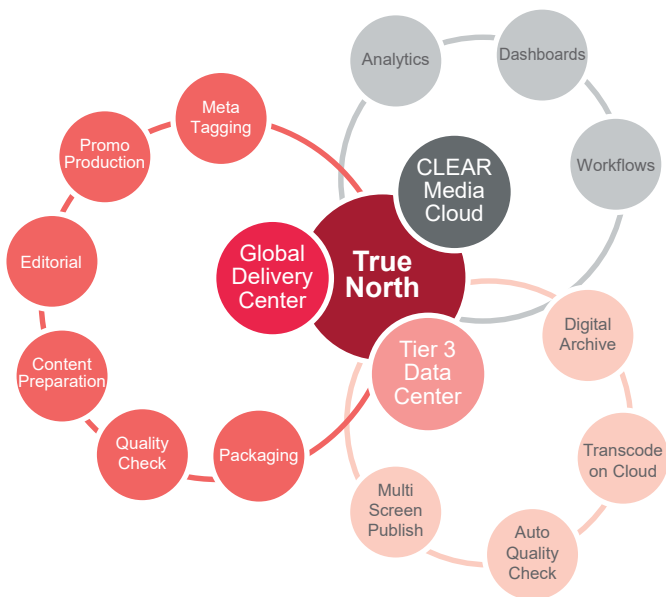
Brands



Sports

Infrastructure

TRUE NORTH - Global Media Factory



155

Edit Suites

14

5.1 QC Rooms

16

Sound Studios

450

Ports on 10 Gbps LAN

27001

ISO 27001
Certified

2500

TB of Near-line
Storage

SOC2

SOC2
Certified

Clients



IFCFilms



SHOWTIME



turner

Google



LIONSGATE

STARZ

MIRAMAX®

FX



HBO

A+E
NETWORKS



COMPLEXNETWORKS

VIACOM 18



HOOQ

amazon

Discovery
COMMUNICATIONS INDIA



YouTube



AP



HEARST



TATA | sky

ICC

