



**DAX<sup>®</sup>**  
**Production**  
**Cloud:**  
ONE Software  
for Dailies and  
Post Workflows

Based on the patented DAX with Digital Dailies®, DAX® Production Cloud with native high resolution file support, vastly improves workflow efficiency by centralizing assets into a single repository which can be securely accessed by authorized stakeholders throughout the content lifecycle.

It enables editorial, creative agencies, VFX, localization vendors and distribution – all stakeholders within the production supply chain to collaborate, service and distribute media, all on the same software.

# Key Features

**Digital Asset Management** – Access to content library on the Cloud from anywhere. CLEAR's Hybrid Cloud architecture allows distributed storage within multiple sites across studio lots

**Adaptive Bitrate Streaming** – Fast content streaming, all the way up to full 1080p hi-res, with a system that detects optimal playback bandwidth

**Production and Broadcast Operations** – Delivery of masters to kick off downstream broadcast efforts for network

**Mezzanine Workflows** – Instant access to high-res content, in DNxHD, ProRes or raw formats, directly from set, with the ability to create a multitude of formats for downstream promotional, marketing and publicity use cases

**Advanced Administration** – Ability to set up complex permissions structures within a project to keep content secure. Easy management of folders, users and rules to ensure ideal workflows are enforced

**Direct access to other CLEAR™ modules** – Easy access to CLEAR Media ERP's best-in-class transcoding tools and modules like Promo Operations

# Key Features

**Security** – Multi-factor authentication, Okta integration, forensic and burned-in visual watermarking, encryption at rest, dynamic session key, tokenized URLs, Digital Rights Management (DRM) and more

**Share** – A robust new Share feature that allows DAX® Production Cloud admins to share files with non-DAX® users for review

**Accessibility** – An Actions menu that provides immediate access to DAX® production and collaboration tool including Metadata Edits, Distribute, Copy, Move, Share and others

**Asset movement** – Copy/Move function with lightning speed performance that supports all file types and works on both web and mobile platforms

**Upload** – An Upload functionality with an intuitive, drag-and-drop user interface that supports all file types seamlessly, including Dailies, cuts, videos, documents, sound files and more

# Why DAX<sup>®</sup> Production Cloud on Microsoft Azure?

Azure's scale and reach helps to implement DAX<sup>®</sup> Production Cloud across geographies with extreme reliability, scalability, performance and global accessibility powered by Microsoft.

Leveraging Microsoft Azure's best-in-class cloud services, DAX<sup>®</sup> Production Cloud gives you unparalleled advantages of security, privacy, transparency and scalability. Integration with Azure empowers you with the freedom to choose from multiple compute and storage options to scale infrastructure with very minimal capex investment. With DAX<sup>®</sup> Production Cloud, gone are the days of having to struggle to view Dailies or worry about transcoding and distributing assets for production, promotion, marketing and publicity.

# What are the business benefits?

- Enterprise-grade video management and collaboration
- Access to content anytime, anywhere with industry-leading security
- Lowest Total Cost of Ownership (TCO) & Total Cost of Operations (TCOP)
- White glove support
- Enhanced operational efficiencies
- Fastest time-to-market
- SaaS Model, no upfront Capex

# Why we win



## **Innovation and Technology Excellence**

PFT is the creator of ERP software, CLEAR; with four patents for media collaboration systems



## **Proven**

CLEAR has 1.5M hours of content under management annually; 70% of US production use our product



## **Extensive Experience**

PFT has two decades of experience in delivering Creative Services, with highly experienced editorial and processing staff



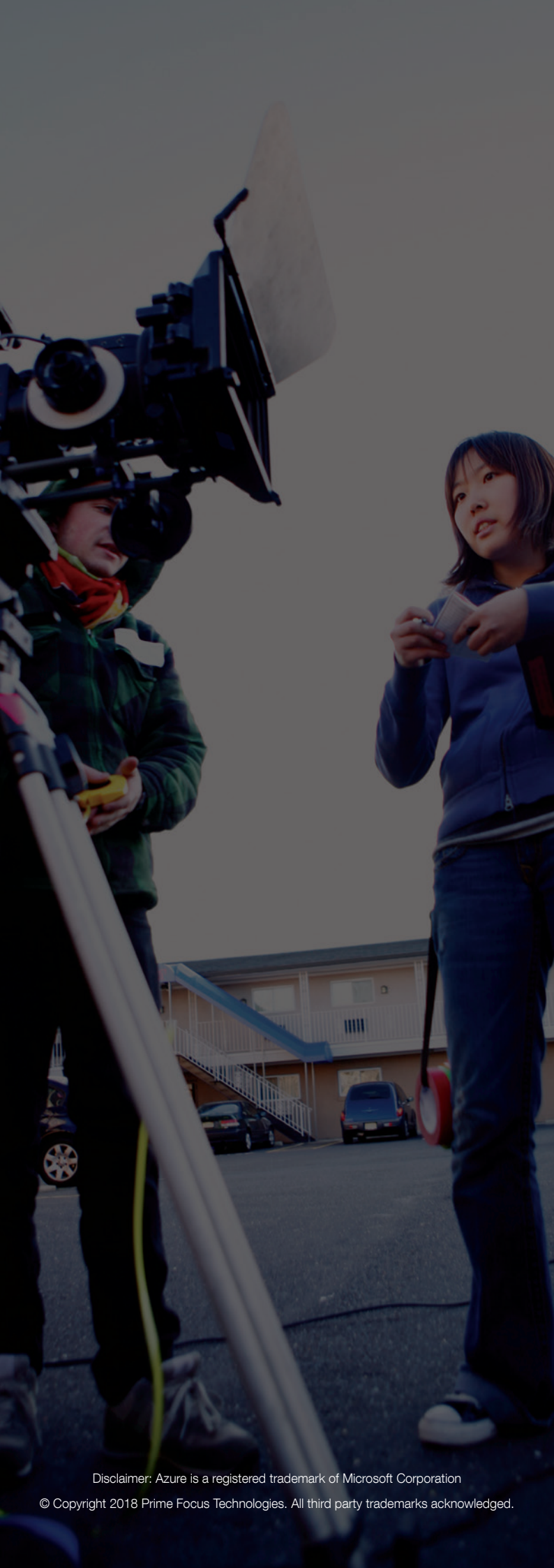
## **Trusted Partners**

PFT is MPAA® audited; SOC2 compliant and ISO 27001 certified. Azure has the largest portfolio of compliance offerings in the industry, and is trusted by 90% of Fortune 500 companies



## **Hybrid Cloud-enabled Solution**

CLEAR is hosted in multiple data centers around the world catering to global needs. CLEAR's native hybrid architecture, coupled with Azure's security management and identity management is an unbeatable combination



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