

ONE SOFTWARE TO BIND THEM ALL

Prime Focus Technologies (PFT), the technology arm of Prime Focus, a global media services powerhouse, is encouraging media and entertainment (M&E) companies to build a connected enterprise. Armed with a slew of technology solutions, it is well positioned to help M&E entities deal with contemporary challenges – the growing preeminence for OTT platforms, blurring of geographical boundaries and crossover of traditional and digital revenues.

To meet these demands, PFT's CLEAR Media ERP Suite is the ideal technology solution to virtualize the enterprise, automate and build a connected ecosystem. Bearing this in mind, PFT launched DAX Production Cloud at NAB 2016; an upgrade to its DAX Digital Asset Management, which allows clients to use one software for all dailies and post servicing workflows. What this means is that all stakeholders in the production supply chain – creation, editorial, VFX (pull downs), marketing (trailers), localization vendors, distribution (screeners) – can collaborate on the same software.

"Content enterprises can no longer afford to ignore the realities of an industry that is experiencing such rapid change and placing ever increasing demands on its participants," said Ramki Sankaranarayanan, Founder and CEO, PFT. "Our message for the industry is a daring proposition to be bold, break the shackles of isolated media asset management systems and embrace digital transformation. Our campaign, 'Be Bold and Take the Leap,' is a battle cry for M&E enterprises to virtualize the content supply chain and adopt centralization by deploying one software for the whole enterprise."

REDUCING MANUAL OPERATIONS

Propelling PFT's 'Be Bold. Take the Leap' campaign further, the global media services company added another functionality to its CLEARTM Media ERP Suite that facilitates end-to-end business process orchestration for promo creation, includ-



▲ Ramki Sankaranarayanan, Founder and CEO, Prime Focus Technologies

ing automation of promo versioning using Adobe Premiere Pro CC, a key component of Adobe Creative Cloud.

The newly added module to the Broadcast Cloud provides an end-to-end workflow for promo creation, including work orders, seamless integration with Broadcast Management Software, review and approval processes, post-production, versioning and hand-off for play-out. Extending the hybrid cloud capability, the module leverages Adobe Premiere Pro CC installations at broadcast networks and automates the process of generating 'versions' using Adobe Media Encoder CC rendering.

"Doing more with less while increasing profit margins through business efficiencies in this Digital Next era is critical," noted the forward-thinking Sankaranarayanan. "The automation we are bringing in promo versioning will further aid in virtualizing content workflow and we are proud to offer our customers yet another way to transform themselves digitally."

COST EFFICIENCIES

Aware that M&E companies are keen on increasing their cost efficiencies, PFT introduced Amazon Optimizer to its Operations Cloud module, as part of its CLEARTM Media ERP Suite. Amazon Optimizer reduced the cost of transcoding for broadcasters and content owners, which is part of PFT's ongoing mission to virtualize the content supply chain.

With Amazon Optimizer, content owners can enter their content location, choose the output profiles, select the time window to process the content and leave the rest to Operations Cloud's Amazon Optimizer. The addition of Amazon Optimizer comes at a time when consumer video demands and the volume of programming continue to increase with an ever-growing array of mobile devices and content platforms.

PFT's vast solution arsenal provides M&E organization a unified selection to avoid making technology investments in silos; leading to duplication of content, huge costs, lack of agility and collaboration. By enabling smoother digital transformation through its seamless and cohesive tech solutions, PFT has till date helped content enterprises cut 30% of operational costs and gain 40% more efficiencies. And it is just warming up!

