

PFT To Showcase Automation-Led Solutions

Prime Focus Technologies (PFT) will demonstrate its CLEAR Media ERP solution at IBC2019.

The software further empowers Media & Entertainment (M&E) enterprises to drive automation-led efficiencies and manage end-to-end content operations seamlessly.

At IBC, PFT will be showcasing:

- CLEAR Vision Cloud - AI-led Micro Services for entertainment and sports;
- AI for Entertainment - Vision Cloud powers ready-to-use Micro Services that automate strategic operations;
- AI for Sports - Vision Cloud helps produce highlight packages in near real-time;
- Centralisation - Automated Content Operations for global enterprise;

- Content Acquisition Portal - a central, secure, work order managed solution;
- Promo Operations Automation - Business process orchestration for promo creation, with auto assist versioning and delivery;
- Production Supply Chain Automation - An online/SaaS collaboration suite;
- Mastering Automation - Domestic and international syndication, automated.

“At IBC, M&E enterprises will get a first-hand experience of our transformational cloud-based solutions that automate the content supply chain. They will get to see how our media recognition AI platform - Vision Cloud - solves real-life M&E business use cases across



entertainment and sports,” said Ramki Sankaranarayanan, (above) Founder & Global CEO, Prime Focus Technologies.

“Visitors will also get a glimpse of PFT’s innovative solution for centralisation, which eliminates duplication of effort across global content operations, and helps achieve lower Total Cost of Operations,” he said.