PFT

Digital Transformation in Studios:
Winning over the digital consumer

Explore how Digital Transformation can help Studios win digital consumers in the context of Filmed Entertainment, Television and multi-channel networks.

Production on the Cloud

CLEAR™, our hybrid cloud-based Media ERP platform helps virtualize the content supply chain and digitally mediate enterprise workflows to manage the business of content. Looking at media workflows through the lens of a studio that wants to be able to efficiently collaborate across divisions with its entertainment content, before, during and after the production phase, CLEAR provides an integrated approach and a robust set of tools for next generation Production on the Cloud. A true camera to archive offering that arms you with the ability to ingest raw camera files, extract metadata, and transcode to a multitude of codecs fostering automation of the production pipeline.

We also offer a range of technical, creative and media processing services on the cloud to manage multi-platform content operations during and after the content production phases.

PFT acquires DAX®

In March 2014, Prime Focus Technologies (PFT) acquired DAX, a leading provider of cloud-based production workflow and media asset management applications to the entertainment industry. Through this deal PFT secured ownership of the Primetime Emmy® award winning Digital Dailies® solution which is the de-facto industry standard in television production.

The PFT-DAX combination creates an unrivaled industry leader offering a uniquely robust and dynamic stack of enterprise-class Media ERP solutions to Broadcasters and Studios.

Solution Overview

Technology

MAM, BPM & Media Tools

- Concurrent Reviews with Chat Window
- Enhanced BPM engine with 30 workflow primitives
- Enhanced Publish engine extended up to 400 robots
- Enhanced Essence Management with audio track level control
- Bulk Ingest tools
- Cloud Metadata Editor
- Cloud Visual QC tool
- Enhanced Media Player with support for multi-track audio, multi-language sub-title & audio
- Review comments integration within Edit timeline

Next Generation DAX Digital Dailies®: Our Primetime Emmy® Award winning Digital Dailies® (US Patent No: 7,660,416/ 8,218,764) is the de-facto industry standard for online dailies. Plus extensive workflows, Media Review/Collaboration tools and full Media Asset Management (MAM) to manage collaboration around work-in-progress production content enabling participants to better view creative content as it takes shape and digitally mediate progress from concept to delivery.

- Clip-based workflows
- Virtual Reel
- DAX Mobile® for iPad and iPhone – DAX Mobile® with iDailies® is a subscription service exclusively for Apple's users available for TV and Feature content producers. The DAX Mobile® app in the iTunes App Store is an innovative collaboration workflow tool for professional TV/movie production, post-production, marketing and creative executives who require working 24/7 access to in-progress content. It truly extends the digital workflow platform in to the mobile space, enabling secure viewing of content on Apple hand-held devices from anywhere. Top movie and TV producers depend on secure mobile access to always be connected with their work. DAX Mobile® includes encrypted streaming, video/script watermarking, the ability to view all docs, direct link access from email to screening room as well as our newest feature, Secure Offline for Video, where you can cache encrypted content on your iPad for 7 days (works great with Apple TV).
- DAX BOX: DAX BOX delivers 1080p Dailies to Home, Office or Theater. It is a 'DVR like' service that connects the award-winning Digital Dailies® service, full workflow and MAM capabilities with the big screen for TV and Feature content producers. DAX BOX is fully-integrated with DAX Cloud and offers all the power and security of online DAX, the industry-standard production workflow accelerator and MAM application platform for content production. DAX BOX takes the user experience to the highest level by providing an easy-to-use navigational experience via the big screen or theater through a completely revamped UX. Production teams and executives can now 'lean-back' into the creative review process getting the DAX experience on their big screen.

Production Hub: PFT's next generation Production Hub, a first-of-its-kind for the industry, is a path-breaking production pipeline application leveraging the power of its CLEAR Media ERP technology platform, DAX Digital Dailies and best-in-class media tools. PFT connects the archive group and the production with the ability to ingest raw camera files, extract metadata, and transcode to a multitude of codecs accelerating automation of the production pipeline.

- Ingest Camera Files from Set into Cloud
- Metadata Extraction, Tagging, and transformation into a number of deliverables
- Distribute working media directly and simultaneously to production stakeholders like VFX, Editorial, Publicity and Archive
- Review, Approve, Share and Collaborate between all key team members – creative, producers, studio/programming execs
- Complete control over users, number of views, duration of access (expiring one time sharing also), audit trails and access rights while maintaining a constant relationship with raw footage.
- Experience enterprise class workflow management with common work-in-progress repository (raw, mezzanine, web-proxy).
- Playlist
- VFX pull list
- EDL retrieval

Marketing: Enjoy perfect time-to-market with absolute creative control and pre-release security.

- Sizzle Reel/Storyboard
- Vendor submission
- Concurrent reviews with Chat windows
- Compliance submission

Distribution: Push finished content across vendors, formats and delivery mechanisms, both online and offline, ensuring content security with visible/invisible watermarking, and content and device encryption.

Services

Cloud Infrastructure Services: Cloud Storage, Hybrid Cloud Storage (ability to manage assets across multiple sites) and Cloud Media Processing Services including Transcoding, Auto QC, Packaging and Delivery.

Digital Media Services: A suite of creative and technical services including Bulk Digitization, Metadata, Content Localization, Content Preparation Services like QC, Mastering, Compliance Editing, VoD Packaging for Multi-channel networks and Monetization Services like Contextual Advertising, SEO & Analytics, Monitoring and Digital Media Supply Chain Management.

Why PFT?

Proven: Our solutions have helped 13 of the top 15 studios in the world to embrace digital transformation that fosters greater creativity, collaboration and community within their organizations.

- Television shows we deliver: CSI, NCIS, Mad Men, How I Met Your Mother, 2.5 Men, The Mentalist, Dexter, Homeland, Bones, 24 and many others
- Feature movies we delivered: Hunger Games, The Seventh Son, Ender's Game, Twilight Series, Godzilla, Pacific Rim, The Expendables series and many more

Unified Platform: A single core platform to manage the entire studio content production pipeline from camera to archive. We provide APIs to ensure a fully integrated solution.

Media credentials: Over one and a half decades of experience in VFX, 3D and traditional post services involving the management of raw camera files, file-based workflows, integration with editorial, animation and VFX systems, from the view of production, distribution and archive.

- Over 700 films delivered

Fastest: Experience Digital Transformation in 6 months flat. CLEAR is the quickest to deploy thanks to process accelerators and best practices curated from multiple deployments

Scale: CLEAR is powered by PFT's 'True North' – the world's largest digital media services cloud which is the 24x7 global content operations hub. PFT also has a fully owned Tier 3 Data Center and its solutions are MPAA® audited

Secure and Available: 1SO 27001 compliant, SOC 2 certified and MPAA audited; 99.987% uptime. Highly Available platform instance with multi-site DR option

Adaptable: Workflow templates are fully configurable and customizable to address the specific needs of content businesses including integration with existing technology investments

Certainty: SOC 2 compliant SLA driven Digital Media Services spanning content processing and monetization services for channel operations, production, distribution, marketing and digital departments

Business Value

Compelling business case

- 30% cost savings delivered.
- 40% time savings delivered.
- No upfront Capital Expenditure; Pay-as-you-grow.

Innovation and Technology Excellence

- **Virtualization of content supply chain:** Mediate content workflows across the enterprise and supply chain from just about anywhere.
- **Hybrid Cloud:** The perfect architecture for studios with content operations across regions.
- **Mobility:** React to content on the fly and in the moment. iPad App allows you to experience freedom like never before.

References

Lionsgate

PFT/DAX manages all of their pre-production, production, post-production, marketing, publicity, home entertainment and distribution materials through an end-to-end studio deployment of our solution. All pre-viz, photos, short clips, location photography, art department and VFX review and approvals happen through a single interface on multiple productions. Archival during production is also facilitated.

Warner Bros. Television Studios

Warner Bros. wanted to monetize their stock footage and PFT/DAX is helping them do just that and a lot more. We digitized their entire library and worked with the stock footage group to tag and create EDLs so that reels are searchable and users can navigate or be directed towards a point in the video where the scene exists. Production teams now have easy access so they can re-use/license stock footage.

Our Clients

FOX   A+E NETWORKS   WB

20TH CENTURY FOX   LIONSGATE   LEGENDARY

SHOWTIME   starz ENTERTAINMENT   CBS TELEVISION STUDIOS

What others say

" A lot of hassles I had previously are now taken care of. And it's greener. When you've got five shows going and a reel or two of dailies coming for each show for each executive, that's a lot of waste that we don't see anymore. "

Bobby Williams
Vice President, TV Post Production
Lionsgate Television

" We are already seeing improvements in our workflows. "

Mike Rauch
EVP, Production
Showtime Networks

About Prime Focus Technologies

Prime Focus Technologies (PFT) is the creator of Enterprise Resource Planning (ERP) software, CLEAR™ for the Media & Entertainment (M&E) industry. It offers broadcasters, studios, brands and service providers transformational solutions that help them lower their Total Cost of Operations (TCOP) by automating business processes around content and managing their business of content better.

PFT works with major M&E companies like Disney, Turner, PBS, 21st Century Fox-owned Star TV, Hearst, Warner Bros., CBS Television Studios, 20th Century Fox Television Studios, Lionsgate, Starz Media (a Lionsgate company), Showtime, A+E Networks, Complex Networks, HBO, IFC Films, FX Networks, Miramax, CNBC Africa, TERN International, Sony Music, Google, YouTube, Novi Digital – Hotstar, Amazon, HOOQ, Viacom's Voot, Cricket Australia, BCCI, Indian Premier League and The Associated Press.

PFT is the technology subsidiary of Prime Focus, the global leader in M&E industry services. For more information visit: www.primefocustechnologies.com

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