

## PRIME FOCUS TECHNOLOGIES LAUNCHES DAX PRODUCTION CLOUD

Prime Focus Technologies (PFT) launched DAX Production Cloud, an upgrade to its DAX Digital Asset Management, which allows clients to use one software for all dailies and post servicing workflows. The solution eliminates silos at all stages (pre prod, prod and post) by providing access to content at all times with Metadata access across content life cycle.

Part of PFT's CLEAR Media ERP, a feature is the Production Servicing Module, wherein a single file can ingest, transcode, watermark and distribute multiple

formats to production stakeholders and partners. Integration between production and broadcast operations can ensure delivery of finals via DAX Production Cloud and kick off downstream work for the network.

Other attributes include pre-production services like on-set distribution, content engine, script ratings, etc; support for mezzanine files and essences; advanced permissions and administration modules; clip-based workflow; DRM and forensic watermarking; advanced document management; etc.

