



# PFT TO DEMO INDUSTRY-FIRST ADDITIONS TO CLEAR™ MEDIA ERP

Prime Focus Technologies' (PFT's) flagship product, CLEAR™ Media ERP, automates the content supply chain for media & entertainment (M&E) enterprises—right from content creation, to transformation and distribution, and all the way to content exhibition and archiving. CLEAR provides the ONE software that brings content to the centre of the business and unifies the various departments, vendors, and distributors, fostering seamless collaboration. PFT will be showcasing the latest, groundbreaking additions to CLEAR at IBC 2017, which will be held from 15th to 19th September at RAI, Amsterdam. Here's a glimpse:

- **Work Order Management: Optimising the way business processes are orchestrated, triggered, monitored and executed**

CLEAR now offers end-to-end Work Order Management, pre-integrated with its media asset management (MAM), workflow engine and video tools. Leveraging this, users can create work orders and assign tasks smartly to internal/external resources, based on pre-configured rules comprising a mix of skill, availability, cost and resource rating. They can also track every process, every task and every media deliverable in the content supply chain to closure using ONE system. Work Order Management brings transparency across the content lifecycle and reduces manual effort drastically to help M&E enterprises increase efficiencies and lower the total cost of operations (TCOP).

- **DAX® 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 im-

proves workflow efficiency by centralising assets into a single repository that can be securely accessed by authorised stakeholders throughout the content lifecycle. By enabling instant access to high-res content, in DNX, Pro Res and raw formats, directly from the set with the capability to create a multitude of formats for downstream promotional, marketing and publicity use cases from ONE system, DAX Production Cloud enhances production efficiencies.

- **Promo Operations End-to-end business process orchestration for Promo Creation including Versioning Automation**

Promo Operations, a module of CLEAR Broadcast Cloud, offers a functionality to automate the entire promo operations workflow. This includes end-to-end work order administration, seamless integration with Broadcast Management Software (BMS), review and approval processes, post-production and hand-off for play-out along with a versioning appliance that allows to 'render' promo versions for the creative automatically based on pre-configured versioning templates. It helps lower TCOP by reducing the manpower used for promo versioning, enhances operational efficiencies and helps achieve faster turnaround time through versioning automation.

- **Interoperable Master Format (IMF) ♦ World's first IMF Media Player for playback over streaming proxy**

IMF support within CLEAR includes the world's first IMF Player that provides the ability to preview, playback, review and distribute over a streaming proxy a Composition Playlist (CPL) with all its essences, including video, audio and captions. This enables col-

laboration and decision making in the workflow using proxies without having to necessarily access the original IMF package in high-res each time a CPL has to be played back. It helps lower TCOP by reducing the cost of storage, re-mastering and QC and enhances efficiencies by automating and simplifying distribution servicing

- ♦ Future-ready solution for IMF content exchange with support for SMPTE's upcoming Applications (beyond 2 and 2e)
- ♦ Technology to transform IMF packages into deliverables for Digital Production Partnership and iTunes

- **Mastering Automation An efficient and cost effective solution for domestic and international syndication**

CLEAR's Mastering Automation solution makes domestic and international syndication across linear and non-linear platforms more efficient and cost-effective, thanks to automation by leveraging CLEAR Compliance Data Model, Caption Re-timing feature and Profanity Check tool for compliance Auto QC for captions and subtitles. It helps lower TCOP by reducing the cycle time and editorial effort used for mastering, making distribution to multiple geographies and/or airlines a whole lot easier.

Also being showcased at IBC: CLEAR's transformational modules:

- ♦ Cloud MAM: ONE MAM for the enterprise across geographies, departments and businesses
- ♦ Broadcast Cloud: ONE Software for Broadcast—from creation to transformation, distribution and exhibition
- ♦ Operations Cloud: ONE Software to manage content store, processing & delivery of content

Experience the power of ONE. Get more from technology. Visit Prime Focus Technologies at Booth #7.B12 at IBC 2017.