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THE BEST OF



2017

ANNIVERSARY SPECIAL

THE POWER OF NINE

FOR OUR NINTH ANNIVERSARY, WE PRESENT NOTEWORTHY PROJECTS THAT LEVERAGED CUTTING-EDGE TECHNOLOGIES

CELEBRATING YET ANOTHER SUCCESSFUL INNINGS AT IBC



Prime Focus Technologies (PFT) has wrapped up another fruitful run at IBC, the premier annual event for professionals engaged in the creation, management and delivery of entertainment and news content worldwide. The event served as a perfect platform for PFT to showcase its capabilities as a leading cloud solution provider. Here are a few highlights:

POWERFUL PRODUCT UPGRADES

PFT showcased the latest, groundbreaking additions to its flagship product, CLEAR™ Media ERP at IBC 2017. CLEAR now offers a brand new functionality for end-to-end Work Order Management, pre-integrated with its Media Asset Management (MAM), Workflow Engine and Video Tools. This elevates CLEAR's promise of enterprise digitization to the next level, by enabling users to manage all of the following on ONE system:

- Assets, with associated metadata and essences
- Resources, including internal and freelance resources, as well as 3rd party vendors
- Tasks, including generation, timeline estimation, scheduling, assignment and execution (using tools within or outside CLEAR)
- Orchestration of content workflows across the content supply chain

Some of the other transformational solutions showcased by PFT included:

- DAX® Production Cloud: ONE Software for Dailies & Post Workflows that enables all stakeholders within the production supply chain to collaborate, service and distribute media, all on the same software
- Promo Operations: A never-before functionality that provides end-to-end business process orchestration for promo creation including versioning automation
- Mastering Automation: An efficient and cost-effective way to create masters for domestic and international syndication



▲ PFT's booth at IBC 2017.



PRESTIGIOUS AWARD WIN

PFT was awarded NewBay Media's TV Tech Global Magazine IBC 2017 'Best of Show' for its industry-first Interoperable Master Format (IMF) Media Player. A part of CLEAR Media ERP, PFT's IMF Player 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 collaboration and decision making in the workflow without having to necessarily access the original IMF package each time a CPL must be played back.

IMF support in CLEAR also includes:

- 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 (DPP) and iTunes

PFT had partnered with DPP to showcase brand new technological innovations for IMF content exchange at IBC 2017.

EXCEPTIONAL THOUGHT LEADERSHIP

Ramki Sankaranarayanan, PFT's Founder & CEO, was a key speaker at the IBC 2017 Keynote Panel on the topic 'The CTO Roadmap', wherein leading CTOs from across the M&E industry discussed opportunities around key technologies. The session was chaired by Gerry O'Sullivan, Director on the Board, Pksel. Ramki shared his views on enterprise digitization and virtualization of business processes among other topics.

"As PFT continues to expand its line of SaaS offerings, the passion we have to exhibit our latest innovations at IBC grows year-on-year," said Ramki. "The event is an incredible opportunity to connect with some of the greatest business leaders, technocrats and inventors of our industry, while giving us the ultimate platform to showcase our transformational solutions and services. We always return from the show with extremely valuable insights on the latest industry trends that help us shape new inventions and deliver greater value to customers. This year was no different." While the curtain has fallen on IBC 2017, PFT's team is already busy charting its roadmap of technology innovations for 2018 in full fervour.