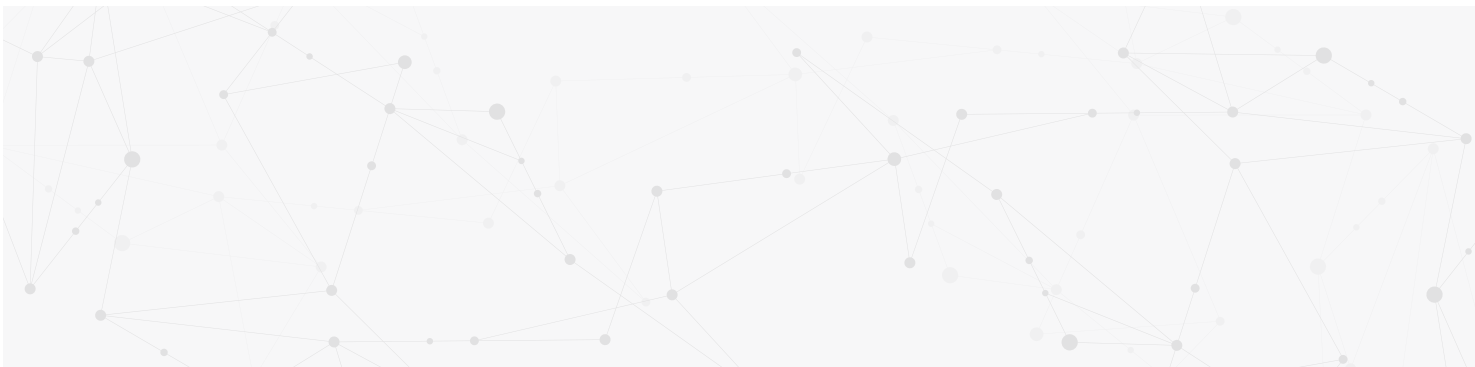PFT

CLEAR™ MEDIA ERP

ONE Software for
the Enterprise

Prime Focus Technologies' flagship product, CLEAR is the world's first, proven Hybrid Cloud-enabled Media ERP Suite that automates the content supply chain. CLEAR helps Media & Entertainment (M&E) companies drive creative enablement, enhance efficiencies, realize new monetization opportunities and reduce Total Cost of Operations (TCOP) like no other. With CLEAR, you get ONE Software for the enterprise that works across all departments and global sites, enabling you to manage end-to-end content operations from creation to delivery on a single software. With Work Order Management embedded in MAM, and transformational AI-led Micro Services, CLEAR as a Media ERP software offers much more than any other MAM system.

CLEAR MEDIA ERP

A Bird's Eye View

Partners

Store

3rd party systems

Source / Produce

Applications
—
Work Order Management
—
Workflow Management
—
MAM

Process

Locations

Deliver

Transform

Partners

- Offered as SaaS
- Hybrid Cloud architecture
- Multi-tenant, Cross-tenanted platform
- Interoperable, API

- Pre-integrated with 80+ industry standard applications
- Mobility enabled – iOS, Android
- AI/ML integrated
- Holistic approach to Security

CLEAR includes 5 power-packed modules to address your specific business challenges:

CLEAR solutions that are sure to transform the way you work:

- **Cloud MAM** – Automation across content supply chain powered by Work Order

- **Operations Cloud** – ONE Software to manage Content Store, Processing & Delivery of content

- **Broadcast Cloud** – ONE Software for Broadcast – from Creation to Transformation, Distribution and Exhibition

- **DAX® Production Cloud** – Production Supply Chain Automation

- **CLEAR Vision Cloud** – AI-led Micro Services for Entertainment and Sports
  - o **Automatic Content Segmentation** – With frame accuracy at its core, it helps precisely identify physical segments in a clip
  - o **Thumbnail Generation** – Identifies contextual thumbnails and ranks them based on relevance, providing a line-up of best-fit thumbnails for editors to choose from
  - o **Scene Description** – Identifies logical scene boundaries along with descriptive metadata with high accuracy
  - o **Play-listing** – Identifies and compiles set of relevant clips that aid in powerful storytelling

  - **AI-led custom model for Sports** – Automatic metadata extraction through multi-pass inferencing, patent pending technology for action tracking and most accurate & holistic solution for Cricket

- **Content Acquisition Portal** – A central portal to manage Content Acquisition & the associated processes

- **OTT Distribution** – ONE Software with end-to-end automation for OTT Distribution – from Scheduling to Delivery

- **CLEAR Digital Lab** – Your Media Universe® for Production Supply Chain

- **Promo Operations Automation** – Business process orchestration for promo creation including versioning, automated

- **Centralization** – Automated Content Operations for global enterprise, centralized

- **Mastering Automation** – Domestic & international syndication, automated

- **CLEAR Ingest & Distribution** – ONE Cloud-based software to manage end-to-end workflows for Satellite & Terrestrial distribution

MANAGED SERVICES

To help customers solve specific business challenges, we offer CLEAR along with Managed Services. You can leverage our automation-led solutions along with our wide array of technical, creative and new media services to achieve agility, scalability and speed like never before, with lowest TCOP.

Technology

Asset Management

Archiving, Centralized Library, IMF Ready MAM, Metadata, AI Tags

Work Order Management

Assets with associated metadata and essences; Resources including 3rd party vendors; Tasks including generation, timeline estimation, scheduling, assignment and execution; Orchestration of content workflows

Acquisition

Rights Integration, Centralized Acquisition Process; IMF Package Creation, QC, Ingest Automation

+

Services

Library Services

Digitization, Restoration and Upconversion, 4K Remastering, Metadata Services

OTT Services

QC, Metadata, Compliance Edit, Localization, Transcoding, Digital Packaging, Live Streaming and Live VoD

Creative Services

Promo Creation, Promo Packaging, Versioning, Short-form & Long-form Content Production Automation

POWERED BY MICROSOFT AZURE

Azure's scale, reach and unparalleled AI capabilities help implement CLEAR Media ERP across geographies with extreme reliability, scalability, performance and global accessibility. Leveraging Microsoft Azure's best-in-class Cloud services, CLEAR gives you superior best-in-class advantages of security, privacy, transparency and scalability. Integration with Azure empowers YOU with the freedom to choose from multiple compute and storage options to scale infrastructure with very minimal capex investment.

THE CLEAR ADVANTAGE

- **Hybrid Cloud Architecture** – Gives content owners the peace of mind that their content is secure with them while the applications run on the Cloud

- **Business Process Management (BPM)** – Specifically tailored for content operations

- **Pre-integrated with industry standard applications** – Transcode, Archive, QC, File Acceleration and many more

- **Work Order Management** – Enables users to manage assets, resources & tasks on ONE system

- **Watertight Security** – Integration with OKTA, secure streams, instream/forensic watermarking, content-based access, secure desktop player and more

- **Disaster Recovery (DR)** – Always on, site-to-site application DR with support for content and application for business continuity

- **Support for Interoperable Master Format (IMF)** – World's first IMF media player for playback over streaming proxies, ability to create deliverables for different platforms (Netflix, iTunes etc.) and specifications (like DPP) from an IMF package

- **Artificial Intelligence (AI) support** – Integration with AI providers like GrayMeta/Azure/Google for Optical Character Recognition (OCR), Speech-to-text etc.

WHY WE WIN

Innovation and technology excellence
PFT is the creator of ERP software, CLEAR; with four patents for media content collaboration systems across the production process

Proven
CLEAR has 1.5 million hours of content under management across 183 physical sites; 70% of US production use our product

Extensive experience
PFT has 2 decades of experience in creative services, and highly experienced editorial and processing staff

Trusted partner
PFT is SOC2 compliant and ISO 27001 certified.

Hybrid Cloud-enabled solution
CLEAR is hosted in multiple data centers around the world catering to global needs. CLEAR's native hybrid architecture, coupled with Azure's hybrid consistency in application development, security management and identity management is an unbeatable combination

WHAT'S IN IT FOR YOU?

Lower Costs

Greater creative control

Faster Turnaround Time (TAT)

Increased monetization

Lower capex investments, higher scalability

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 Turner, PBS, 21st Century Fox-owned Star TV, Hearst, 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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