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April 2, 2012

To,

The National Stock Exchange of India Limited,
Exchange Plaza, Bandra Kurla Complex,
Bandra East,
Mumbai – 400 051

Dear Sir,

**Subject: Press Release**

Please find enclosed press release titled "Prime Focus Technologies supports initiative to standardize unique content identification, signs up with EIDR [ENTERTAINMENT IDENTIFIER REGISTRY]:

**For Prime Focus Limited**

**Authorised Signatory**

Encl: - As above

# Prime Focus Technologies supports initiative to standardize unique content identification, signs up with EIDR [ENTERTAINMENT IDENTIFIER REGISTRY]

**Los Angeles April 2, 2012**: Prime Focus Technologies (PFT), the global digital content operations specialist, has joined the EIDR [ENTERTAINMENT IDENTIFIER REGISTRY], the global B2B registry for unique identification of content. PFT, with its world-leading Hybrid Cloud technology platform CLEAR™, provides technology and services to major media players including The Associated Press (AP), News Corporation's Star TV, A&E, EROS International, British Movietone Library, British Film Institute, Colors TV, Multi Screen Media (MSM) and Board of Control for Cricket in India (BCCI).

With a strong domain knowledge of the entertainment and media industry, and excellent technology credentials, PFT offers an enterprise-wide solution to leading broadcasters, sports federations, news agencies, entertainment giant and music companies, to manage their content, workflows and enterprise processes in the cloud.

Already managing over 150,000 hours of content, and adding over 40,500 new episodes of TV content, and the creation of over 5 million files for syndication and Video on Demand fulfillment every year, not to mention the 10,500 hours of subtitling for TV and Film content that PFT produces on a yearly basis, CLEAR pushes a huge volume of digital content with enriched metadata into the eco-system. This participation with EIDR will add value to PFT's processes, enhancing the metadata for universal consumption.

The Entertainment Identifier Registry is an industry body established with the goal of creating a single ID system for every piece of movie and TV content, in order to streamline and facilitate smart searches, improve personal recommendations and streamline the digital supply chain workflow. Since EIDR manages the allocation of

unique identifiers to TV shows and movies, it will enable PFT to enhance its usage tracking and integration of systems and data sets related to those programmes.

The registry has been set up as an industry resource to help streamline digital commerce and simplify consumer transactions, and is built on the International Digital Object Identifier (DOI) ISO approved standard. It tracks all content down to the product and SKU level, as well as edits, clips, composites, and encodings. The system includes an SDK and APIs for integrated and consistent browse, filter, and search for unique content.

This participation with EIDR will help Prime Focus Technologies to deliver rich metadata to customers across multiple platforms, while easily linking that data to content and applications from studios, broadcasters, other content creators and distributors.

Ganesh Sankaran, COO of PFT commented, *"As a leading provider of unified content operations to the entertainment and media industry, we are pleased to join EIDR. The market is showing a steady migration to digital formats, and initiatives such as EIDR are essential in enabling standardization and collaboration across the media industry. Participating in EIDR resonates with our objective of enabling a sustainable eco-system for all, from content owners to distributors to consumers, facilitating maximum benefits for everyone in the industry."*

*"EIDR is excited to have innovative companies such as Prime Focus Technologies join in the growing commercial use of the registry. With PFT's diverse service offerings to many companies in the digital content supply chain, we believe EIDR can play an important role in streamlining work flows, increasing quality, and reducing costs,"* added Kip Welch, President of EIDR.

For additional information, visit primefocustechnologies.com.

## About Prime Focus Technologies:

Prime Focus Technologies (PFT) provides unified multi-platform content operations solutions to organizations that deal with content and keen to exploit it across platforms. CLEAR™, its award-winning combination of a hybrid-cloud technology platform and managed services increases agility within a business, driving creative enablement, cutting operating costs and is available in a pay as you grow model. Backed by a global network of studios, CLEAR™ offers a secure solution for concurrent file-based new-media, channel, distribution and delivery and library operations.

PFT works with major content owners across the broadcast, film, sport, advertising and brand sectors. Its clients include Star TV, Associated Press, Eros International, Sony Music, Viacom 18, Sony MSM, BCCI, Indian Premiere League, Hindustan Unilever Limited, A & E TV Network, Vijay TV, Netflix, Schawk! and PFT is part of Prime Focus, a global visual entertainment company.

www.primefocustechnologies.com.

## About Prime Focus Limited (PFL):

Prime Focus (BSE code: 532748, NSE: PFOCUS, ISIN: INE367G01038) is a global visual entertainment services group that provides creative and technical services to the film, broadcast, and advertising market. The group offers a genuine end-to-end solution from pre-production to final delivery – including visual effects, 2D to 3D conversion, video and audio post production, equipment hire, multi-platform content operations solutions and digital distribution.

Prime Focus employs over 3,500 people with state-of-the-art facilities throughout the key markets of North America, UK and India. Using its 'Worldsourcing' business model, Prime Focus provides a network that combines global cost advantages, resources and talent pool with strong relationships and a deep understanding of the local markets.

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*Note: Certain statements made in the document may be forward-looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, economic developments, technological risks, and many other factors that could cause our actual results to differ materially from those contemplated by the relevant forward-looking statements. Prime Focus Limited will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.*