



PRIME FOCUS
L I M I T E D

September 10, 2018

To,
The National Stock Exchange of India
Listing Department,
Exchange Plaza,
Bandra Kurla Complex
Bandra East,
Mumbai - 400 051
Fax Nos.: 26598237 / 26598238

To,
BSE Limited
Listing Department,
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001
Fax Nos.: 22723121/2037/2039

Ref: Scrip Code: BSE – 532748/NSE - PFOCUS

Sub: Press Release

Dear Sir/ Madam,

Please find attached herewith the Press Release.

Kindly acknowledge the receipt and take the same on record.

Thanking you.

**Yours Faithfully,
For Prime Focus Limited**

Authorised Signatory



Encl: as above



PRIME FOCUS TECHNOLOGIES

CLEAR™ MAM now equipped with media recognition AI platform that builds Machine Wisdom from Intelligence to transform business operations

Prime Focus Technologies to launch CLEAR Vision Cloud at IBC 2018

Los Angeles, CA – September 10, 2018: [Prime Focus Technologies](#) (PFT), the technology arm of Prime Focus, today announced that it will launch its new and innovative CLEAR Vision Cloud offering at IBC 2018. A module of PFT's CLEAR Media ERP Suite, Vision Cloud is a native media recognition Artificial Intelligence (AI) platform that builds Machine Wisdom from intelligence to transform business operations.

The innovation draws on PFT's ability to build Machine Learning models that solve specific business challenges derived from the company's decades of experience collecting, curating, and annotating content (400 million tags to date). CLEAR Vision Cloud leverages the collective intelligence of the industry's most sophisticated AI solutions, , brings context to provide Machine Wisdom for driving better decision making. Standalone AI engines provide intelligence by recognizing objects, faces, actors, locations, transcript, sound and more within individual video frames. Vision Cloud can identify complex sequences (like a specific character in a car chase/fighting on a train), actions (like punching/kissing) and video segments (like credits/promos/recaps). For ease of use, the CLEAR™ Vision Cloud also features built-in voice search functionality.

"We've built CLEAR Vision Cloud around our very own methodology that we are calling the AI Machine Learning (AI/ML) triangle ." said **Ramki Sankaranarayanan, Founder & Global CEO, PFT**. "" It combines best-in-class intelligence that is accurate and a software to address specific business use cases in a more meaningful way. With this launch, we're now able to extract wisdom from intelligence coupled with a power-packed software with the right tools that provide precise actions to help drive business outcomes."

CLEAR Vision Cloud tags all content for Advanced Free Text Intelligent Search, and has a rich feature set based on Natural Language Processing (NLP), Fuzzy Logic, and Thesaurus. It can be used to search digital media and easily extract relevant content for multiple use cases across the content lifecycle –from creation and post production, to distribution and marketing.

Intelligence or Wisdom? You choose.

PFT will be showcasing its pioneering CLEAR Vision Cloud at IBC 2018. For more information, visit PFT at stand #7.C05 or visit www.PrimeFocusTechnologies.com.

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 the supply chain and managing their business of content better.

PFT works with major M&E companies like Disney, 21st Century Fox-owned Star TV, Turner, Hearst, Warner Bros., CBS Television Studios, 20th Century Fox Television Studios, Lionsgate, Starz Media (a Lionsgate company), Showtime, A+E Networks, PBS, 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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