Prime Focus Technologies takes India to the forefront at NAB Show 2013

Indian company with global footprint, all set to launch CLEAR™ Hybrid Cloud technology enabled solution for streamlining production process, at the annual broadcast industry event

March 6, 2013| INDIA –Reinforcing India's position as its Research & Development hub, Prime Focus, the global leader in media and entertainment industry services, will showcase some of its newest Cloud technologies, made in India, for the world, at the National Association of Broadcasters (NAB) Show 2013. At the annual industry event, scheduled to be held in Las Vegas in April this year, Prime Focus Technologies (PFT), the technology arm of Prime Focus, will highlight how the organization is bringing the best of its CLEAR™ Hybrid Cloud technology platform and Digital Content Services to address a new enterprise digitization opportunity – multi-platform content production (TV, feature film and digital media).

Created at the company's R&D centre in Bangalore, PFT's new solution aims to bring the production process on to a single digital platform, transforming the very manner in which producers interact with their content, partners and vendors. "As the technology evolves and businesses transition to the 'new normal', PFT continues to invest heavily in its R&D to provide solutions to its customers that put them ahead of the technology evolution curve," says **Ramki Sankaranarayanan, Founder, President and CEO, Prime Focus Technologies.**

He further adds "Currently, CLEAR™ is managing more than 250,000 hours of content for the broadcast industry. Our 200+ R&D employees have now brought alive the latest innovation from the PFT stable –a fully integrated content, workflow and project

management solution that addresses the customer's production process, enabled by our Hybrid Cloud technology platform. It will allow content producers to leverage digital technologies, and gain control over the production process, thereby leading to a considerable reduction in cost, and greater efficiencies."

India is the hub for Prime Focus' innovation and product development; set up in 2008, the company's R&D centre develops the CLEAR™ Hybrid Cloud enabled enterprise digitization platform. PFT's focus areas include multi-platform content operations, enterprise digitization, mobility, contextual advertising, cloud editing and content analytics. PFT aspires to be the unified content hub for media firms leveraging its global technology infrastructure. Since its launch major functionalities and features like cloud editing, iPAD access, HTML5 player, and B2B sales and fulfilment portal have been added to the current solution at the same time developing new solutions ground-up for clients. The current investment in R&D by Prime Focus is USD 6 mn, and is expected to increase year-on-year over the next few years as the business scales up further.

India is PFT's global headquarters with more than 25%of its employees working in the R&D department. The CLEAR™ Hybrid Cloud enabled technology solution, developed by this team, will revolutionize the production process, including acquisition, editorial, visual effects, archiving, versioning and distribution.

For content producers, the content has become digital, but the supply chain is still offline, posing challenges to unlocking inherent efficiencies. Prime Focus Technologies' award winning platform CLEAR™ and digital content services help broadcasters, studios, advertisers, sports bodies, news agencies, government or service providers, drive creative enablement, and enhance ecosystem efficiency.

Prime Focus Technologies works with major content owners such as News Corporation owned STAR TV network, Eros International, SONY Music, Viacom 18, SONY MSM,

BCCI, Indian Premiere League, Hindustan Unilever Limited, The Associated Press, A & E TV Network, Netflix, Schawk!, and WPP.

PFT's NAB Show 2013 showcase includes:

- FIRST LOOK: CLEAR™ for Production
- SUCCESS STORIES: CLEAR™ for Broadcast

Ganesh Sankaran, Co-founder and Chief Operating Officer, Prime Focus Technologies has also been invited to speak at the Cloud Computing Conference presented by DCIA (Distributed Computing Industry Association) as part of the NAB Show 2013. Ganesh will share his ideas and insights around 'Enterprise Digitization in Broadcast Networks using Hybrid Cloud platforms'.

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About Prime Focus Technologies

Prime Focus Technologies (PFT) is the technology arm of Prime Focus, the global leader in media and entertainment industry services. PFT brings together a unique blend of Media and IT skills backed by a deep understanding of the global media and entertainment industry.

CLEAR™, our award-winning Hybrid Cloud technology enabled enterprise digitization platform and digital content services help broadcasters, studios, advertisers, sports bodies, news agencies, the government and service providers drive creative enablement, enhance ecosystem efficiencies & sustainability, reduce cost and realize new monetization opportunities.

PFT works with major content owners like News Corporation-owned STAR TV, EROS International, SONY Music, Viacom 18, SONY MSM, BCCI (Board of Control for Cricket in India), IPL (Indian Premiere League), Hindustan Unilever Limited, The Associated Press, A & E TV Network, Netflix, Schawk! and WPP.

Prime Focus' worldwide network of studios and WorldSourcing® model supported by a Global Digital Pipeline allows PFT to offer customers transformational solutions that help them manage their business of content better.

Prime Focus Limited is listed on the NSE and BSE in India.
For more information visit: www.primefocustechnologies.com

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