Prime Focus Technologies bags the Aegis Graham Bell Awards 2013 for Innovation in Cloud-based Solutions

India | November 14, 2013 – After the successful launch of the world's largest Digital Media Services Cloud, True North, **Prime Focus Technologies** has another feather in its crown - the coveted Aegis Graham Bell Award 2013 for Innovation in Cloud-based Solutions. The award recognizes PFT's innovation in digitizing broadcast networks and enabling content owners to transition from traditional supply chain to TV Cloud and digital media supply chain.

Ramki Sankaranarayanan, Founder, President & CEO, Prime Focus Technologies, said, "We are delighted to receive this award from Aegis that recognizes our Cloud-based Media ERP platform, CLEAR. This innovation has virtualized the way the industry works by bringing in tremendous savings in time andeffort& helped content owners make better content. The TV Cloud and digital media supply chain also helps deliverlow carbon footprints and mitigate carbon emissions creating a sustainable environment."

CLEAR is a Media ERP platform addressing the needs of the film, broadcast, advertising, sports and media industries. It brings content to the center of the business and helps drive creative enablement, enhance efficiencies and explore new monetization opportunities. It is the world's first and most established Hybrid Cloud Platform.

Aegis Graham Bell Awards intend to promote innovation and entrepreneurship in the fields of TIME (Telecom, Internet, Media & Edutainment), and provides recognition for path-breaking contributions. This year Aegis received over 140 nominations from over 80 companies and the nominations were evaluated by a jury consisting of eminent personalities. PwC wasthe Knowledge Partner.

The award was received on behalf of Prime Focus Technologies by its CIO Gurinder Vir Singh in a function held at New Delhi on 25 October 2013.

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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 Media ERP 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 Bloomberg, Disney, Warner Bros., 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), ZEE TV, Hindustan Unilever Limited, The Associated Press, A & E TV Networkand Schawk!.

Press Note

PRIME FOCUS TECHNOLOGIES

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

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