



PFT

Managing
The Business
Of Content®

Digitization



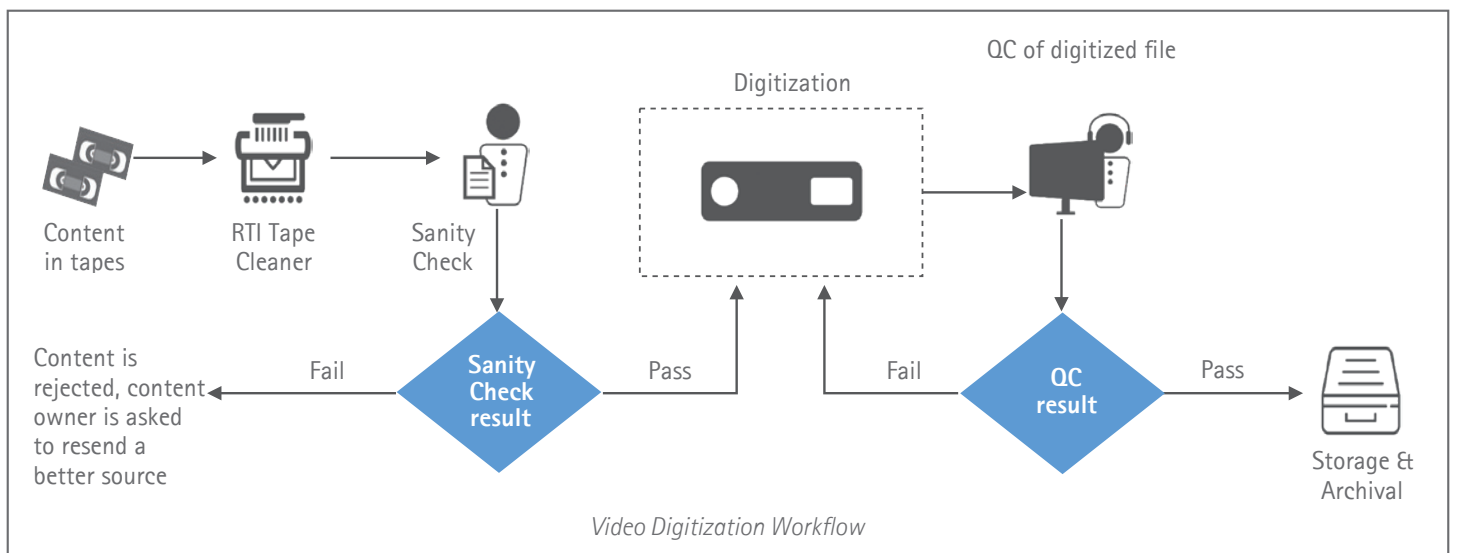
Converting Analog into Digital

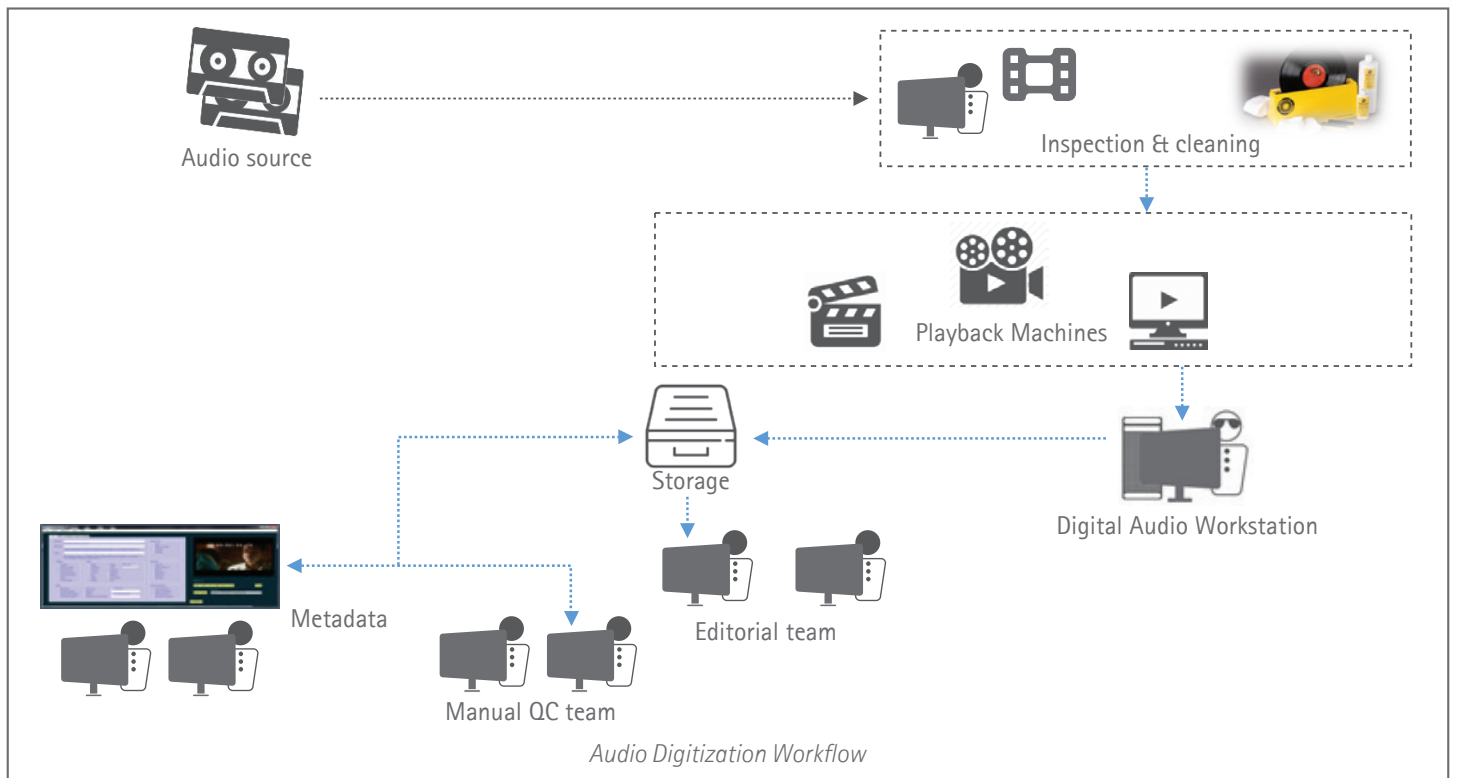
Today digital is the preferred medium for content viewing, and digital workflows are used across the Media & Entertainment (M&E) industry. Storing large volumes of physical assets under controlled temperatures is also an extremely expensive proposition. Given this, content owners are now compelled to convert legacy content into digital formats not only to avoid degradation, but also to enable monetization. However, finding playback machines and other infrastructure needed to digitize these assets is often a difficult task. Many legacy content owners also worry about risking damage to the precious originals, as Digitization often needs to be paired with picture and sound restoration. To address all these challenges, M&E enterprises need to work with a reliable Digitization partner experienced in handling large volumes of content and delivering high quality digital output across all formats.

The PFT Advantage

PFT provides high quality Digitization services for the conversion of analog content (video and audio) into digital form. We undertake source-agnostic digitization for all formats and transcode digitized content into suitable format(s) for delivery. Our stringent quality control throughout the content lifecycle includes both manual and Automatic QC. Here's what we offer:

- A team of experts well-versed in industry standard formats and broadcast guidelines
- 20+ years of experience, with specialization in bulk digitization
- Ability to digitize up to 200 hours per day across multiple formats
- Ability to handle legacy video formats including U-matic, DVCAM, Betacam, Digibeta, D5, HDCAM SR, VHS, SVHS, VHS-C, as well as audio from gramophones, audio spool players, vinyl records, etc.
- End-to-end supporting services for cataloguing, bulk digitization, audio and video correction, restoration, metadata tagging, archiving, mastering, and delivery
- SLA-driven deliveries
- Future-proof formatting using the highest possible quality of encoding
- Global delivery model supported by a worldwide network of in-house studios
- Ability to execute work from within client premises
- Watertight security: ISO 27001 & SOC2 certified
- Best in class infrastructure:
 - Digital Rapids and iCR encoders
 - Dolby® certified QC rooms
 - RTI video cleaning machine for cleaning tapes
 - Baton and Cerify for Auto QC
 - EMC Isilon for storage





The CLEAR® Advantage

PFT's Cloud-enabled Media ERP Suite, CLEAR® provides clients with instant access to QC and status reports along with real-time status updates for each title.

Facts & Figures

- 230,000+ hours of content digitized to date
- 40,000+ hours digitized at client premises

Business Benefits

- Easy re-use of legacy content for new monetization opportunities
- Significant cost savings driven by global bulk ingest
- Reduced cost of storage
- Faster Turnaround Time (TAT)

A History of Success

PFT has successfully undertaken Digitization for some of the world's largest broadcasters, studios, sports outfits and public-sector organizations.



40,000 hours for 21st Century Fox-owned Star India



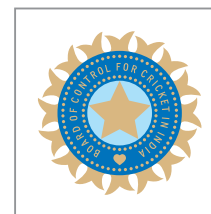
32,000+ hours for The Associated Press



27,000+ hours for Vijay TV



80,000 hours for Sony MSM



12,000+ hours for BCCI



28,000+ hours for IGNCA



24,000 hours for Asianet

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 streaming platforms, studios, and broadcasters transformational AI-led technology and media services powered by the Cloud that help them lower their Total Cost of Operations (TCOP) by automating their content supply chain. PFT works with major companies like Walt Disney-owned Star TV, Channel 4, ITV, Sinclair Broadcast Group, A&E Networks, Hearst Television, Warner Media, PBS, CBS Television Studios, 20th Century Fox Television Studios, Lionsgate, Showtime, HBO, NBCU, TERN International, Disney+ Hotstar, BCCI, Indian Premier League, and more.

PFT is the technology subsidiary of Prime Focus, a global leader in M&E industry services.

For more information, visit www.primefocustechnologies.com.

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