



Managing
The Business
Of Content™

Interoperable Master Format (IMF) & Mastering Automation on CLEAR™



IMF Support on CLEAR Media ERP

Today, IMF plays an important role in the way content is packaged and published across the Media & Entertainment (M&E) industry. IMF support within CLEAR includes the ability to create deliverables for different platforms (Netflix, iTunes etc.) and specifications (like DPP) from an IMF package.

CLEAR also includes the world's first IMF Player that provides the ability to preview, playback, review and distribute over a streaming proxy a Composition Playlist (CPL) with all its essences including video, audio and captions. This enables collaboration and decision making in the workflow using proxies without having to necessarily access the original IMF package in high-res each time a CPL has to be played back. The IMF support in CLEAR is built using the product's native Hybrid Cloud architecture that supports distributed workflows, and allows packaging and delivery of IMF packages from remote locations, public cloud infrastructure (Amazon/Azure) and customer premises.

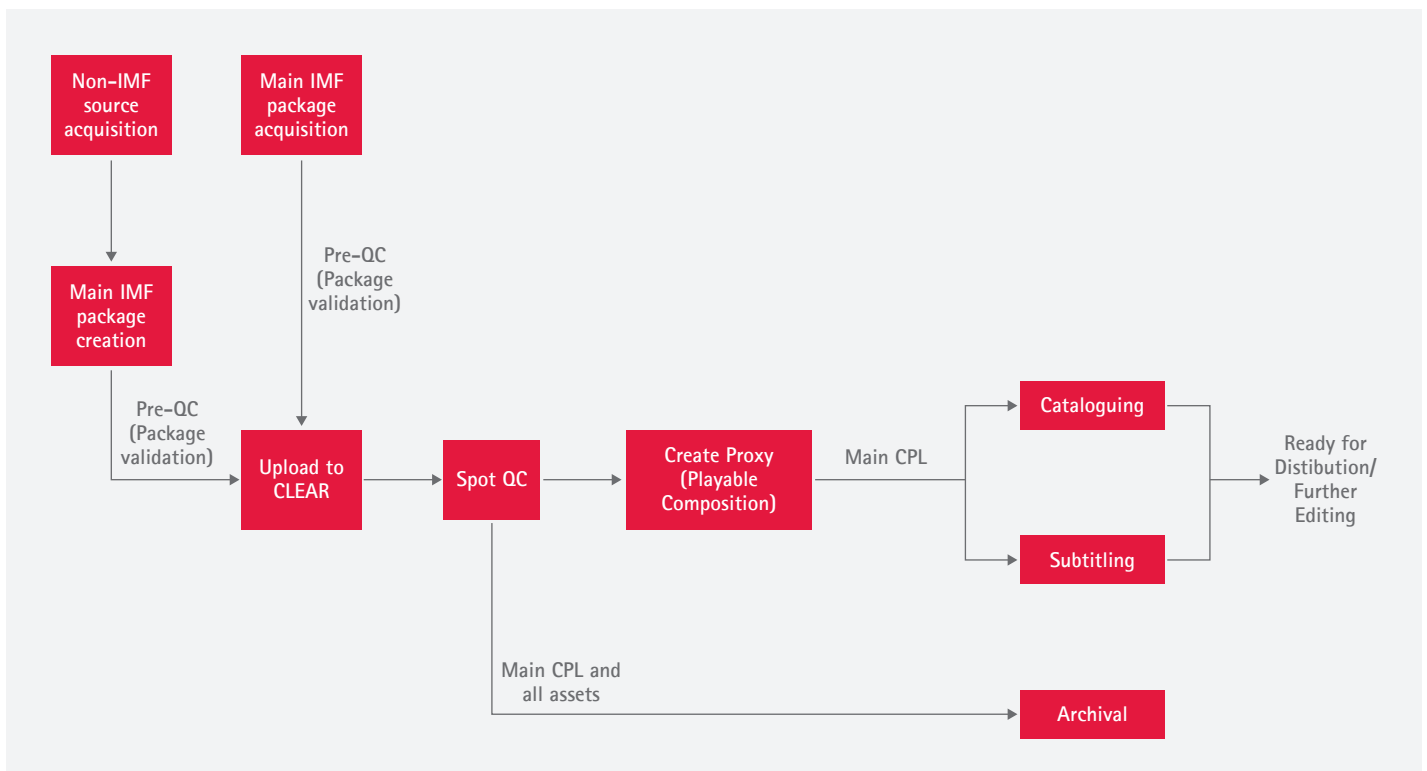
Features

- Ability to create deliverables for DPP (AS-11) and iTunes from an IMF package
- Future-readiness with support for SMPTE's upcoming Applications (beyond 2 and 2e) based on RDD 44 specification
- Supports ingest of Complete IMF packages and Supplemental IMF packages

- Provides users the ability to work with IMF Compositions created using any of the desktop CPL edit solutions (Clipster, Color Front, Gray Meta and Netflix CPL Editor, among others) over streaming proxies
- Allows users to perform:
 - Search
 - Playback
 - Upload (Complete Packages, Partial/Supplemental Packages, only Updated Essences)
 - Download (Complete Packages, Partial/Supplemental Packages, only Updated Essences)
 - Distribution of IMF packages (Complete Packages, Supplemental Packages)
 - Distribution of Rendered and Transcoded Output (Video Files instead of Packages)

Benefits

- Lower Total Cost of Operations (TCOP) for Mastering: Reduced cost of storage, transfers and transcoding
- Enhanced efficiencies: Automated and simplified distribution servicing of IMF packages with CLEAR's Hybrid workflow architecture
- Eases transfer loads and optimizes storage consumption across streaming locations



Workflow for IMF on CLEAR™ Media ERP

Mastering Automation

CLEAR's Mastering Automation solution makes domestic and international syndication across linear and non-linear platforms more efficient and cost-effective, thanks to automation by leveraging CLEAR Compliance Data Model, Caption Re-timing feature and Profanity Check tool for Compliance Auto QC for captions and subtitles.

Automating the master creation process for domestic and international syndication has never been this simple!

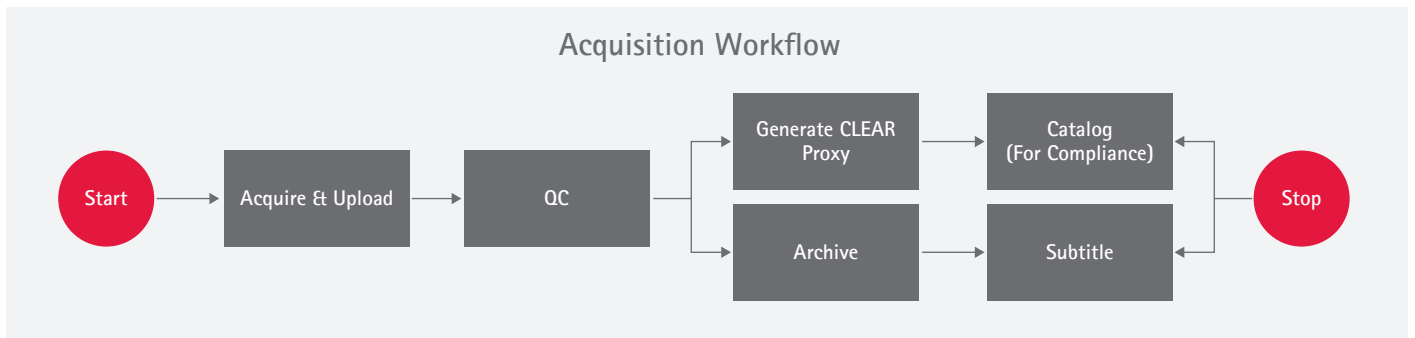
Features

- CLEAR Compliance Data Model: A feature that enables one time cataloging on the Source Master, thereby reducing Compliance review efforts as well as edit time

- Caption Re-timing: Auto re-sync of captions/subtitles for new edit versions of an asset, thereby eliminating the process of manually re-timing the captioning content
- Compliance Auto QC: Automated Profanity Check for masking out of objectionable text from captions/subtitles

Benefits

- Lower TCOP: Every subsequent Compliance driven mastering exercise will be run through automation
- Increased operational efficiencies: Easier, smarter distribution to multiple geographies/airlines
- Faster Turnaround Time (TAT) through automation



Acquisition Workflow on CLEAR: Cataloging & Captioning/Subtitling performed ONCE on the original Source Master

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 business processes around content and managing their business of content better.

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