



PRIME FOCUS
L I M I T E D

March 25, 2019

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

Prime Focus Technologies debuts power-packed suite of AI-led Micro Services custom-made for M&E enterprises at NAB 2019

Ready-to-use CLEAR™ Vision Cloud Leverages Machine Wisdom methodology to deliver automation & data that is accurate, contextual & actionable.

Los Angeles, CA – March 25, 2019: Prime Focus Technologies (PFT) today announced that it will launch its brand new suite of AI-led micro services for Media & Entertainment (M&E) companies at NAB 2019.

“Our AI-led micro services harness the collective power of Machine Wisdom, PFT’s AI/ML consulting expertise and CLEAR Media ERP application software to help sports & entertainment businesses explore new possibilities on the back of ‘data’ - save time, reduce cost, unlock new revenue opportunities, and deliver greater value to their viewers,” said Ramki Sankaranarayanan, Founder & Global CEO, Prime Focus Technologies. “Custom-made for M&E enterprises, CLEAR Vision Cloud will help drive automation across specific business use cases in the industry.”

Vision Cloud is a suite of micro-services tailored for an extendible set of use cases and content from customers, built on top of commonly available models from Microsoft, IBM Watson, Google Vision etc., along with custom models developed by PFT. PFT will be showcasing the following AI-led micro services for Entertainment & Sports at NAB 2019:

AI-led Micro Services for Entertainment:

- **Automatic content segmentation:** With frame accuracy at its core, it helps precisely identify physical segments in a clip. Some of the use cases include (a) ad spot identification, (b) content distribution for OTT, (c) playout monitoring for spots and (d) assistance for conformance of content during Remastering.
- **Thumbnail Generation:** Identifies contextual thumbnails and ranks them based on relevance, providing a line-up of best-fit thumbnails for editors to choose from.
- **Scene Description:** Identifies logical scene boundaries along with descriptive metadata with high accuracy. Helps in (a) promo creation, (b) catalog library content for easy search, and (c) help deliver interactive B2C viewing experiences.

- **Play-listing:** Identifies and compiles set of relevant clips that aid in powerful storytelling. Powerful use cases include assisting promo creation and compiling highlights for OTT.

AI-led custom model for Sports:

PFT will demonstrate a Sports (Cricket) model for Automatic metadata extraction through multi-pass inferencing, patent pending technology for action tracking and most accurate and holistic solution for Cricket. Such capability can be extended for Cricket and other sports. This helps with (a) Auto In-app event notifications, Video Score Card (b) Auto generated, package & User configurable highlights (c) Live to VoD auto publish of events (d) Auto Analytics (heat maps etc.) and (e) Brand Placement Measurements.

Visit PFT at NAB 2019 booth **#SL9605 for a demo of CLEAR Vision Cloud.**

ONE goal. ONE passion. Automation.

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, Tata Sky, Google, GSK, Uber 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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