



BANGALORE  
BEIJING  
CAPE TOWN  
CHANDIGARH  
DELHI  
GOA  
HYDERABAD  
JOHANNESBURG  
KOLKATA  
LONDON  
LOS ANGELES  
MUMBAI  
NEW YORK  
SINGAPORE  
TORONTO  
VANCOUVER

May 4, 2017

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,

Kindly find attached herewith the Press Release titled as **“Prime Focus Technologies Signs Deal with Turner Latin America to Virtualize Content Operations across Supply Chain”**

Kindly acknowledge the receipt and take the same on record.

Thanking you.

**Yours Faithfully,**  
For **Prime Focus Limited**

**Dhaval Mehta**  
**Authorised Signatory**





**PRIME FOCUS TECHNOLOGIES**

## **Prime Focus Technologies Signs Deal with Turner Latin America to Virtualize Content Operations across Supply Chain**

*CLEAR™ Broadcast Cloud Provides a Single User Interface for Streamlining and Optimizing Media Workflows*

**Culver City, CA (May 4, 2017)** – Prime Focus Technologies (PFT), the technology arm of Prime Focus, has signed an agreement with Turner Latin America, where PFT's CLEAR™ Broadcast Cloud will provide work order and supply chain management along with end-to-end process monitoring of critical tasks, with reports and dashboards.

CLEAR is the world's first Hybrid Cloud-enabled Media ERP Suite, and its Broadcast Cloud module is specifically designed to support end-to-end broadcast operations – from creation to transformation, distribution and exhibition. CLEAR Broadcast Cloud will effectively bring Turner Latin America's ecosystem of creators, partners and customers of long and short form content onto a single system.

"We chose CLEAR for three reasons: it is cloud native, multi-platform and easy to integrate through a solid Service-Oriented Architecture (SOA) approach", said **Luis Esparza, VP Technology & Operations, Turner Latin America**. "The industry is undergoing rapid change, and we believe Turner is uniquely qualified to lead the transformation of the media business in Latin America through our innovative thinking and ability to adapt seamlessly to a location independent but consumer centric model."

Operations at Turner Latin America's main content processing hub in Buenos Aires (Argentina) will be seamlessly connected with all other supply chain locations through the CLEAR hybrid cloud architecture. This will support multi-location distributed workflows such as subtitling and dubbing, compliance mastering, promo operations, archival, playout delivery as well as schedule driven distribution for OTT and VOD. CLEAR's interoperability feature allows seamless integration with Aleph (a software used for schedule, contract, rights & traffic management) and other applications at Turner thereby leveraging existing investments and lowering the Total Cost of Operations (TCOP). The integrations are accomplished through CLEAR's open APIs, providing users a with a seamless end-to-end view of the entire distributed workflow from CLEAR.

"Optimal end-to-end workflow orchestration with work order automation across the supply chain is critical to our roadmap," added **Gabriel Basabe, Technology & Operations Country Manager, Turner Argentina**.

“CLEAR was built as an ERP system tailor made for M&E and is well-poised to help Turner improve efficiencies across their supply chain with lowest TCOP, while enabling them to be the first to publish their content to multiple destinations,” said **Ramki Sankaranarayanan, Founder and CEO, Prime Focus Technologies**. “We are stoked to play a pivotal role in helping the network embrace automation and attain their goal of digital transformation. What better way to start our journey in the LATAM market!”

PFT’s award winning CLEAR Media ERP Suite has been successfully deployed on the Cloud for over nine years now. CLEAR offers broadcasters, studios, brands, sports and digital organizations a one-of-a-kind technology that drastically lowers TCOP unlike any other.

### **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 virtualizing business processes around content and managing their business of content better.

PFT works with major M&E companies like Disney, 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, HBO, IFC Films, FX Networks, Miramax, CNBC Africa, TERN International, Sony Music, Novi Digital – Hotstar, Amazon Prime, 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](http://www.primefocustechnologies.com)

For more information about Turner please visit <http://www.turner.com/>

### **Press Contact:**

#### **Prime Focus Technologies**

Vicki Hoffman  
Account Supervisor  
MediaMax for Prime Focus Technologies  
[vhoffman@mediamaxservices.com](mailto:vhoffman@mediamaxservices.com)

T Shobhana  
Vice President and Head  
Global Marketing & Communications  
Prime Focus Technologies  
[t.shobhana@primefocus.com](mailto:t.shobhana@primefocus.com)

#### **Turner Latin America**

Caroline Rittenberry  
Vice President of Marketing & Communications  
Turner Latin America  
[Caroline.rittenberry@turner.com](mailto:Caroline.rittenberry@turner.com)