

**FOR IMMEDIATE RELEASE**

## **Prime Focus Technologies selects Masstech as archive management provider across three countries globally**

*Prime Focus Technologies will deploy Masstech's Emerald version 7.5LE archiving solution in New York City, London, and Kolkata.*

**Toronto, Ontario, Canada – 18 January 2012** – Prime Focus Technologies, a leading global digital content services provider has chosen Masstech as its cloud storage archive provider for its hierarchical storage management (HSM) in the initial phase across three sites in the United Kingdom, United States and India.

Prime Focus Technologies offers a 'hybrid cloud' multi-platform content operations service called CLEAR™, enabling their customers from the media and entertainment industry to produce, process, manage and deliver content for revenue-generating opportunities.

Ganesh Sankaran, Chief Operating Officer of Prime Focus Technologies said: "We chose Emerald to provide the archiving system because Masstech has made advanced digital archive management affordable, allowing us to grow our business cost-effectively as we expand our CLEAR cloud computing services around the world."

"Masstech's Emerald provides tight integration with our CLEAR system for cost-effective digital video archiving that is optimized for the requirements of our clients from the media and entertainment industry."

Masstech has installed Emerald in Prime Focus Technologies' sites to perform HSM and offline archiving. Emerald works with CLEAR to archive and restore from the Online Hard Disk Storage and Nearline Spectra LTO5 tape library.

Brad Redwood, Vice President International Sales and Marketing at Masstech said: "Broadcasters, post production studios, advertisers, sports organisations, news agencies, government bodies, and content service providers can use Emerald to park and preserve their assets efficiently enabling them to repurpose content faster. Prime Focus can rely on the rock solid Emerald digital archive as they respond to clients' global audiences via web, mobile, IPTV and other evolving new media platforms."

Emerald is packaged with more built-in standard features than any comparable content management system or archive system. Supporting up to two LTO-5 tape drives with any size robotic tape library from a wide range of manufacturers like Spectra, IBM, Quantum, Oracle/StorageTek and others. In addition Emerald has fee-free unlimited disk and tape storage with an unlimited number of offline externalized LTO cartridges, effectively providing an infinite archive capacity. And as the broadcast environment grows, Emerald can be easily upgraded to Masstech's Topaz system for multi-server scalability and streamlined MAM.

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Email: [sophia.heng@masstech.com](mailto:sophia.heng@masstech.com)**About Masstech Group**

Masstech is the leading provider of powerful tools for media asset management, HQS high-speed transcoding and bridging workflows for the media and entertainment industry. We innovate cost-effective products that transform workflow processes and dynamically boost productivity for major broadcasters, international television networks, news channels, cable, and production houses. The Masstech MAM suite offers powerful tools in high-speed transcoding, logging, ingestion, annotation, cataloguing, storage, retrieval and distribution of media assets. Masstech eliminates interoperability issues with sleek proprietary technology that bridges production, transmission and archiving. Our iconic products EMERALD, TOPAZ, TOPAZ+XT, INDIGO, SAPPHIRE, CATCHBLUE and IRIS integrate seamlessly into broadcasting and non-linear editing systems, without third party middleware. In keeping pace with the challenges of today's evolving ecosystem, we watch, analyze and adapt to our customers' needs. Masstech's distinctive products are inspired by experience and innovation. We define the realm of file-based broadcast technology, combining beauty, strength, killer speed and efficiency that embrace the future of new media. Experience Matters. For more information visit <http://www.masstech.com>

**About Prime Focus Technologies**

Prime Focus Technologies (PFT) provides a global digital content services platform to organisations that deal with content and are keen to exploit it across platforms. CLEAR, its unique 'hybrid cloud' multi-platform content operations solution provides a secure way to produce, process, manage and deliver content for revenue-generating multi-platform opportunities. Backed up by a full range of supporting media services, CLEAR enhances collaboration, productivity and asset utilisation, increasing monetisation opportunities and offering valuable time and cost savings. CLEAR Live, PFT's ground-breaking live content production and delivery service, delivers custom VoD packages from live video feeds to new media platforms (web, mobile, IPTV, catch-up TV etc.) within seconds of airing. PFT works with some of the largest content owners in the world, including Doordarshan, STAR TV, IPL, BCCI, Universal, Sony, BBC and HBO. PFT is part of Prime Focus [www.primefocusworld.com](http://www.primefocusworld.com), a global visual entertainment services company.