

## **Prime Focus Technologies-restored Associated Press Archive Digitization wins FOCAL International Award 2014**

*AP's Archive Digitization recognized as Best Archive Restoration / Preservation Project*

**London, United Kingdom (May 1, 2014)** – Associated Press (AP) took home the award for Best Archive Restoration / Preservation Project at the eleventh FOCAL (Federation of Commercial Audiovisual Libraries) International Awards held on April 30 in London.

In 2011, AP engaged Prime Focus Technologies (PFT) to bulk digitize its archives after a stringent due diligence process. PFT utilized the unique skill sets of its global organization to digitize the film and tape archive, catalogue, manage, transcode and deliver AP's priceless content for the digital audience. In total, 4 million files were delivered from 32,000 hours of AP archive material in less than 18 months.

"We wanted to digitize the archives so as to transform the business and better serve customers worldwide who are moving to file-based workflows", said Alwyn Lindsey, Director, International Archives, AP. "Over 90% of the collection was only available on film or videotape. Some of the content was at risk due to degradation and format obsolescence. This bold project successfully digitized much of this content, so that for the first time, large swathes of late 20th century history is easily accessible, with online viewing. With this project, PFT helped preserve history for generations to come".

PFT's global delivery model, unmatched scale, expertise in restoration and hybrid cloud technology addressing the concerns around IP content security made it the preferred partner in this endeavor. The success of this project is yet another accolade for Prime Focus' award-winning London-based Archiving facility that is renowned for the complexity and range of work it undertakes.

In accepting the Award, Alwyn Lindsey said of the Prime Focus team 'their customer service effort has been phenomenal'.

AP was able to harness the world-class expertise of Prime Focus's London-based restoration and encoding team, whose award-winning archive film and video specialists had worked with them for many years. Digitizing the archive followed a bespoke and highly efficient workflow. Once the film and video had been assessed, cleaned and digitized, the files were made available to the PFT teams in the UK and India via its award-winning, hybrid cloud-enabled Media ERP Technology platform, CLEAR™. The dedicated teams of cataloguers were automatically assigned files as they became available. After cataloguing and versioning, a high-res mezzanine file was created and four separate transcode files were produced and QCd automatically. The completed files were then pushed to AP's London headquarters in Camden Town for upload to AP's video platform. Dedicated connectivity between PFT and AP allowed instant access to the enormous volumes of content generated daily.

"We are thrilled to see AP win the award for its digitization project" said Ramki Sankaranarayanan, Founder and CEO, PFT. "AP can now make its valuable content available online 24 hours a day, 7 days a week, accessible by anyone, anywhere in the world. We take immense pride in our association with AP and are humbled by the fact that we are instrumental in preserving unique footage of some of the most important events in history for the future".

### **About Prime Focus Technologies**

Prime Focus Technologies (PFT) is the technology subsidiary of Prime Focus, the global leader in media and entertainment industry services. PFT brings together a unique blend of Media and IT skills backed by a deep understanding of the global media and entertainment industry.

CLEAR™, our award-winning Hybrid Cloud technology-enabled Media ERP platform and cloud media services help broadcasters, studios, brands, sports and digital businesses drive creative enablement, enhance ecosystem efficiencies & sustainability, reduce cost and realize new monetization opportunities.

PFT works with major content owners like Bloomberg, Disney, Warner Bros., 21<sup>st</sup> Century Fox-owned STAR TV, ZEE TV, Warner Bros. Television Studios, CBS Television Studios, 20th Century Fox Television Studios, Relativity Media, Legendary Pictures, Starz Media, Lionsgate, EROS International, SONY Music, Viacom 18, SONY MSM, Fox Television Studios, Showtime, BCCI (Board of Control for Cricket in India), IPL (Indian Premiere League), Hindustan Unilever Limited, The Associated Press, A&E TV Network and Schawk!

Prime Focus' worldwide network of studios and WorldSourcing® model supported by a Global Digital Pipeline allows PFT to offer customers transformational solutions that help them virtualize business processes around content and manage the business of content better.

In April 2014, PFT acquired DAX, the creators of the Primetime Emmy® Award winning Digital Dailies®

Prime Focus is listed on the NSE and BSE in India. For more information visit: [www.primefocustechnologies.com](http://www.primefocustechnologies.com)

## **About AP**

The Associated Press is the essential global news network, delivering fast, unbiased news from every corner of the world to all media platforms and formats. Founded in 1846, AP today is the most trusted source of independent news and information. On any given day, more than half the world's population sees news from AP.

For more information visit: [www.ap.org](http://www.ap.org)

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