

## Standing the Test of Time



### Customer Testimonials

"We've had great success with Time Tailor. First, it truly simplifies our editing process- closed captioning stays intact and turnaround is fast. Second, the quality of the finished result is exceptional, without the varispeed artifacts."

—Deborah Rocklin,  
Editorial Services for  
Sony Pictures Entertainment

"...it's not 'just another' piece of post-production gear but a key part of the process of delivering programming. ...Time Tailor is a piece of technology that really gives you a whole different mind-set on how you can present your shows and your network."

—John McCarroll  
VP of Performance Post

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### Company Profile

Prime Image, based in Milpitas, CA, is the industry leader in audio/video time delay and video time reduction solutions featuring the Pipeline III and the patented Time Tailor Broadcast Series.

The Company pioneered the development of the first video time reduction process in 1995. It is the only 'real-time', frame accurate process that digitally and undetectably removes unnecessary frames without video compression or compromising the integrity of the video, audio or closed captioning of the native program.

### Time Tailor Broadcast Series

The Time Tailor began with the Audio/Video Delay, a product that Prime Image originally created for censoring offensive program material. This technology quickly transformed as customers found a need for video content time reduction to fit syndication requirements and to manage and insert new advertising spots. By June 1995, the first "Time Machine" was produced. In 2002, the product was rebranded as the Time Tailor and continues today to set the standard for automated time reduction within the broadcast and video production industry.



The Time Tailor Broadcast Series offers a unique, proprietary technology to time reduce HD or SD video programming faster than other manual alternatives. The Time Tailor feature set continues to be the only solution that enables off line editing or real-time dynamic video time reduction for prerecorded programs or live events without altering scheduled advertising spots.

The Time Tailor is licensed. Prime Image offers a number of license term options to meet the needs of customers around the globe. It is renewable at the option of the customer. There are no large upfront purchases and no annual service or warranty fees.

### Customers

Prime Image has a loyal blue chip customer base. Its award-winning technology has been employed by top broadcast networks, TV station groups, cable TV networks, movie studios, content providers and post productions houses, including ABC, NBC, CBS and Turner.

### Time To Increase Profits

Customers grow revenues by creating additional advertising space without disrupting program or playout quality, with many customers realizing more than a 1,000% return on investment with the Time Tailor. Calculate your ROI on the Prime Image website at [www.primeimage.com/roi](http://www.primeimage.com/roi)

