# CLEAR® Smart MAM

## Simplify workflows and amplify revenue.

Gone are the days when traditional Media Asset Management (MAM) systems sufficed to meet the complex demands of modern content creation and distribution. Today, the industry demands a solution that simplifies workflows, maximizes collaboration, and empowers content creators to unlock the full potential of their assets.

Against this backdrop of heightened expectations and unparalleled opportunities, we are proud to introduce CLEAR® Smart MAM, a game-changer in MAM that transcends the limitations of conventional approaches. Smart MAM is an AI-embedded MAM with AI-driven workflows for active library management with deep metadata, AI-assisted reviews, efficient storage management, and optimized for multi-platform distribution.

Picture this: Once burdened by idle assets and clutter, your archives are streamlined and efficient. Your team, equipped with cutting-edge AI technology, seamlessly collaborates on projects, unlocking unprecedented value with each asset. And your path to monetization is clearer than ever before, with intuitive features designed to maximize revenue opportunities at every turn.

### Here's what sets CLEAR® Smart MAM apart:

### Deep Metadata for Content Enrichment

Generate tiered, deep metadata, insights, and recommendations, enabling seamless searchability.

### AI Search

Intelligent semantic search behind a conversational interface swiftly delivering the content you seek with depth and relevance.

### Streamlined Organization

Enjoy simplified organization with pre-compiled categories and logical scene boundaries, ensuring your assets are easily accessible and efficiently managed.

### Effortless Duplicate File Management

Say goodbye to duplicate files cluttering your storage space. CLEAR® Smart MAM effortlessly manages duplicates, saving you time and resources while optimizing storage costs.

### Embedded Workflow and Work Order Management

Keep your projects on track with embedded workflow and work order management features, facilitating seamless collaboration among team members and enhancing project efficiency.

- Optimize the process with fewer hoops to jump through.

### AI-assisted Cuts Review

Speed up editing with AI-assisted cuts review. This allows for quicker and more efficient content creation and enables your team to deliver high-quality content at an accelerated pace.

### Auto-translate across 60 Languages

Break down language barriers and reach global audiences, expanding your content's reach and impact.

### Global Distribution-ready through AI Conform

Break down language barriers and reach global audiences, expanding your content's reach and impact.

### Monetization Opportunities

With Smart MAM, not only can you unlock new revenue streams by leveraging your content archives to their fullest potential, but you can also create entirely new content avenues. Generate posts, stories, posters, and memes optimized for each social media platform. Additionally, generate ad markers within your content with the right product fit to increase relevance across linear, OTT, and FAST platforms.

## Why Choose Smart MAM?

**AI Expertise:** Smart MAM is a crucial product of our AI innovation. Built upon our strategic investments in AI over the past six years, CLEAR® AI represents a perfect culmination of combining small models, LLMs, and multimodal Gen AI purpose-built for M&E. This convergence in our innovation is revolutionizing every facet of our customer business, propelling monetization to the forefront.

CLEAR® is not just another off-the-shelf solution—it's a culmination of the industry's most sophisticated AI technologies, PFT's proprietary models, and over a decade of hands-on experience in creating, curating, and annotating content. Drawing upon this wealth of knowledge and expertise, CLEAR® empowers media and entertainment companies to navigate the complexities of content management with unparalleled precision and efficiency.

With Smart MAM, you're not just investing in a product; you're harnessing the collective intelligence of industry-leading AI solutions to drive innovation, streamline workflows, and unlock the full potential of your content.

**Boost your topline:** Smart MAM isn't just about managing content—it's a strategic investment in maximizing revenue opportunities.

Do you already have an MAM system in place? That's no problem. We can enhance its capabilities with our AI Applications, making it smarter and more efficient.

## CLEAR®, where your content meets revenue.

## Contact us

Welcome to a future where every asset is optimized for success.

**Click here** to schedule a meeting.