

Subtitle/caption management and delivery solution



Multi-channel subtitle & caption delivery in digital broadcasting

Statutory requirements, viewer expectation and geographically diverse content distribution mean that captioning and subtitling is an integral part of modern broadcasting and content delivery.

Broadcasters and network operators are increasingly faced with complex multi-channel digital operations, requiring multi-format support and extremely high reliability within the constraints of tight budgets. Improving efficiency requires a high degree of automation and 'at a glance' management to reduce operational costs.

To further maximise budget solutions that can reduce energy and equipment rack costs through consolidation, while offering flexibility and reliability, are key to the efficient provision of subtitling and captioning.

Swift TX from Softel, the subtitle & caption experts

Backed by three decades unparalleled industry experience and expertise, Swift TX from Softel has been designed to address these challenges, utilising standard PC hardware, saving cost and enhancing reliability.

Swift TX is a proven solution used by many broadcasters and network operators around the world, such as SVT, Turner and Arqiva.

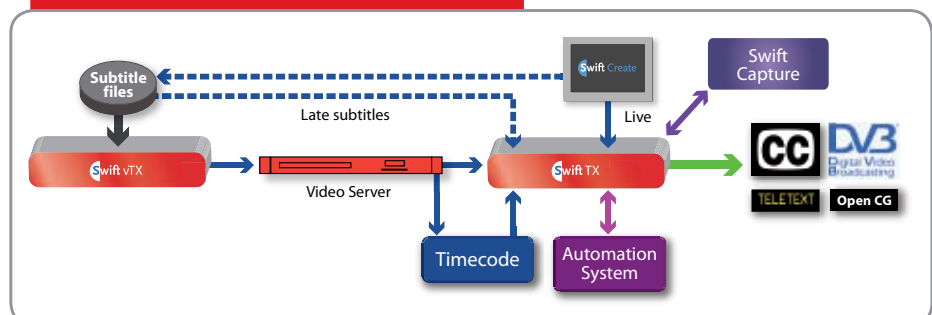
Configured as a multi-channel unit it enables rack consolidation, saving on equipment, power and cooling costs, while still offering broadcast-ready reliability and flexibility for master/standby and 'N+1' configurations.

Swift TX also benefits from superior output quality delivered by a specially developed font rendering engine.

Benefits

- Reduced cost & complexity utilising standard PC hardware
- Improved productivity & parallel tasking
- Intelligently optimises bandwidth
- Multi-channel consolidation
- Seamless integration with wide range of third party automation
- Multi-format, multi-language capable
- Broadcast ready scalability & fault tolerance

Subtitle playout and control with Swift TX



Flexible workflows

Swift TX integrates seamlessly with your workflows, supporting an extensive range of input file formats, along with transmission across DVB, Open, VBI and CC, as well as other ancillary data such as XDS.

Late file payout and live events are easily handled, as well as providing support for early insertion of subtitles in file based workflows with Softel's Swift vTX subtitle/caption software insertion.

Swift vTX can insert hidden subtitle or caption data early in the workflow into video server assets, which Swift TX can then transcode to a variety of formats on playout. This caters for multiple languages and formats, while also creating portable, self-contained, assets with 'clean' video.

As well as Gigabit Ethernet and ASI connectivity, Swift TX works with all forms of timecode, along with support for timecodeless playout. Open support is enabled through the addition of a CG option.

Via an optional component, live subtitles or captions can be captured to file for repurposing for later re-broadcast. While for turnaround services Swift TX can provide a configurable subtitle or caption data delay to compensate for video re-encoding delays.

Efficient, reduced cost operation

Simplifying operations is a key factor in the Swift TX value proposition. Multi-channel subtitling and captioning can be handled by a single unit, allowing broadcasters to consolidate equipment racks, reducing energy consumption and other associated costs.

Further enhancing efficiency, multiple tasks can run in parallel on the same Swift TX unit, allowing live subtitling or captioning alongside file playout.

The easy to use interface provides an at-a-glance overview, with Swift TX able to notify the operator if a required file is not present ahead of broadcast time. An option is also available to interface into SNMP management tools for overall systems management.

The Softel end-to-end subtitle solution

Swift TX is part of the Swift family of subtitling products from Softel that provide an integrated, end-to-end subtitling/captioning solution, from workflow management and subtitle preparation through to time-of-air insertion and monitoring. Contact Softel to find out more or visit our website at www.softel.co.uk.

Maintenance and support

Support is always a key component when creating an integrated solution, that's why in addition to providing full consultation when delivering a solution, Softel also offers in-house expert support. A tiered range of support options are available, known as Softel Care, spanning from software updates to full 24 x 7 x 365 telephone and on-site support. To discuss your support requirements in more detail please contact your Softel account manager.

Swift Customers

- Broadcast Text (Worldwide)
- ITFC (UK)
- IMS (UK)
- ECI (Worldwide)
- BBC (UK)
- NCI (USA)
- CaptionMax (USA)
- VisionText (USA)
- Canwest (USA)
- Turner (USA)
- Visual Data (USA)
- BCCS (Canada)
- CCS (USA)
- WGBH (USA)
- CBS TV Network (USA)
- E! Entertainment (USA)
- Australian Caption Centre
- SBS Sydney
- MediaCorp Singapore
- Nickelodeon (UK)
- Disney/Universal (Spain)
- Technicolor Services (UK)
- Turner (USA)
- Channel 4 (UK)
- MediaCorp (Singapore)
- CH10 (Australia)
- Canwest (USA)
- CBC (Canada)
- Deutsche Welle (Germany)
- Orbit (Bahrain)
- VRT (Belgium)
- DR (Denmark)
- SVT (Sweden)



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