

Swift ADePT

Audio Description creation, rehearsal, repurposing and recording

Television and cinema for the visually impaired

Just as hearing impaired viewers have subtitles to assist them in enjoying television and cinematic content, audio description enables those with visual impairment to have access to the same content.

In addition to increasing legal obligation to make content accessible to the visually impaired audience, broadcasters and content producers want to ensure maximum return on investment by providing access to the widest possible market.

The process of audio description, known as video description in the USA, enables this by augmenting the main program audio with an additional audio track that describes key information presented visually, for example a character entering a room or the general context of a scene.

This process can be time consuming and traditionally involves a person in a recording booth with a script. Correct timing and precise mixing are key, to avoid descriptions overlapping with dialogue and to enable the descriptions to be audible above music and other background sound.

Segments of description audio are then timed and mixed into the master asset in a linear form. The right tools enable this process to be made more efficient and accurate.

Efficient creation of audio description – ADePT from Softel

With three decades broadcast experience, Softel are experts in the generation, management and transmission of all types of ancillary data and content, such as subtitling, audio description, Teletext and interactive television applications.

Audio description is a specialized area of content production and Softel are pioneers, with award winning technology driving the development of Swift ADePT.

Swift ADePT is designed to make the creation and production of audio description tracks much more efficient than traditional methods, with timing and editing features similar to Swift Create, Softel's leading subtitle creation and repurposing solution.

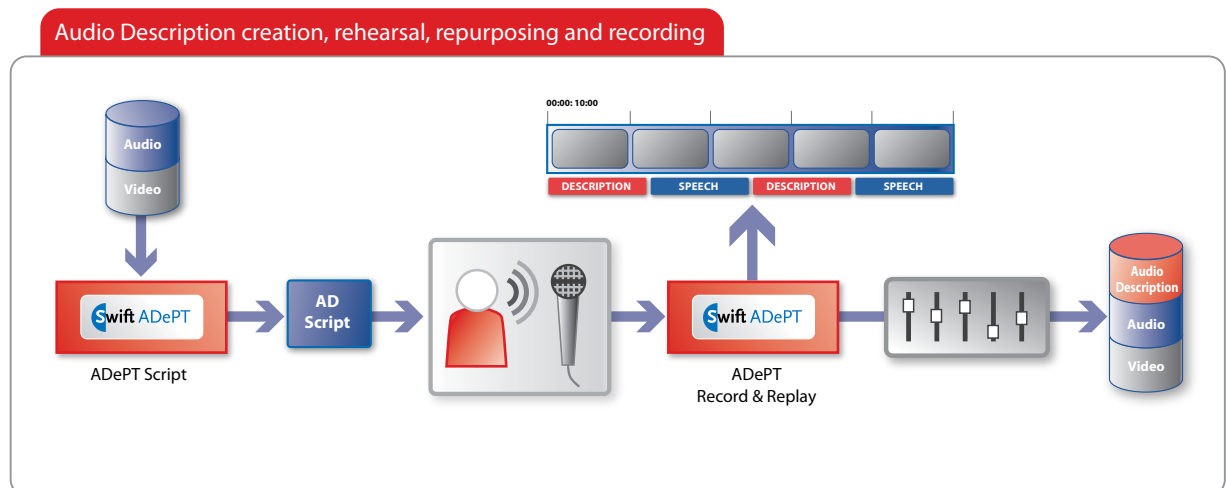
Benefits

- Provides access to content for the visually impaired, maximising audience reach
- Save preparation time and costs with streamlined audio description scripting and recording
- Standards based audio description recording and mastering, ensuring compatibility
- Editing technology based on Swift Create, Softel's widely deployed, mature subtitling preparation solution



These advanced features save both time and money providing precise time in and out controls to achieve tight synchronization with the video and main audio track.

Additionally default parameters for pan and fade of description audio can be set, further saving time, with the facility to manually adjust after the main recording has been completed.



An audio description suite

ADePT provides a suite of solutions for each stage of the audio description creation process.

ADePT Script facilitates the creation of audio description scripting with time code based in and out points, in the context of the video displayed in a browse window. It has a host of other features designed to improve efficiency, including 'go to' shortcuts, timecode offsets and colour coded visual cues for the recording artist.

ADePT Record is then used to record audio clips for each description with the ability to store recordings at a server location so that they can be reviewed by other ADePT workstations.

Finally ADePT Replay is used to output the audio description soundtrack. ADePT Replay output can simply be recorded or mixed and recorded. Additionally it can create a set of audio description 'WAV' files for the program. Audio clips created by ADePT Record can be passed through ADePT Replay to either create a standalone 'linearized' audio description track, a description track mixed with the main program audio, or audio description with 'warble' pan and fade control data.

Standards based

Although audio description is a specialized area of content production, this doesn't mean that it should be difficult to integrate or manage.

ADePT uses Windows based standard PC hardware, with support for the EBU ESEF standard for audio description soundtrack creation.

The pan and fade information, which allows audio description playout to be accurately mixed with the main program audio, is stored in a format that is readily understood by DVB infrastructure to provide accurate decoding at the end receiver.

The Softel end-to-end subtitle solution

Swift ADePT is part of the Swift family of subtitling products from Softel that provide a seamlessly integrated, end-to-end subtitling/captioning solution including off-line or time-of-air insertion, transmission and monitoring. For example Swift Create can trigger Swift vTX to automatically insert subtitles into video assets stored on a media server, enabling a streamlined file-based workflow which enhances productivity. Contact Softel to find out more or visit our website at www.softel.co.uk.

Due to continuous enhancement and development by Softel, product features, designs and specifications are subject to change without notice. Please contact Softel to confirm details of any required functionality or specification. © Copyright Softel Group 2010

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