

## Fact Sheet

### Swift Create Options



#### Enhancing Swift Create

Swift Create from Softel has been designed to address the challenges of subtitle creation and repurposing. Backed by over 30 years unparalleled industry experience and expertise, Swift Create is a proven solution used by prestigious broadcasters, facilities houses and numerous freelancers across the globe.

Swift Create truly is the subtitlers solution of choice. It's many time saving features, such as 'in-flight' integrity checking and fast review mode, have been designed to reduce the industry accepted ratio of 16 work hours to 1 hour of prepared subtitles as far as possible, translating through to increased productivity and reduced costs.

Softel provide a range of options to augment Swift Create, further enhancing productivity and reducing the cost of subtitle preparation, editing or repurposing. These options enable Swift Create to become a true subtitle processing engine and are described below.

#### Time coded digital video from VTR: Swift Create Digitizer

The Swift Create Digitizer creates a time coded Windows Media (WMV) video clip, from a standard video tape player, suitable for use in the Swift subtitle workstation. The digitizer creates additional metadata for shot changes, speech and audio analysis. Requires a PC with video capture and time code cards.

#### Video server clip timecoding: Swift Create Video Importer

Video Importer processes existing file based video clips, such as Windows Media or other third party format files, and adds the timecode and shot change data, creating a 'buddy' file to enable subtitle preparation in Swift Create.

#### Live news subtitling integration: Swift Create Newsroom

Swift Create Newsroom extends the standard editing functions by adding features specifically designed for the subtitling of live programming. In a news programme it is useful to split the subtitles into a number of 'stories' that match the items in the news programme.

Swift Create Newsroom also allows programme running order data and prompter scripts to be imported from Newsroom systems (such as ENPS, iNews and Ardome).

#### Softel Customers

- Time Warner
- Comcast
- Discovery
- Nickelodeon
- Disney
- Universal
- E! Entertainment
- CBS TV Network
- Showtime
- MTV
- ITV
- BBC
- Channel 5
- UKTV
- RAI
- SVT
- CBC Canada
- SBS Sydney
- Turner
- Mirada
- MediaCorp
- Arqiva
- Red Bee
- Telson
- S4C
- BT Broadcast
- Top Up TV
- Teletext
- Cox

## Speech based subtitle timing: Swift Create TiGo

The advanced audio processing capabilities of TiGo (Time as you Go) enables Swift Create to perform automatic timing of subtitles, based on speech recognition (English language only).

## Subtitle job management: Swift Create Workflow

Enables management of the subtitle workflow, ensuring that subtitles are prepared in time, tracking jobs from assignment through to input to the transmission unit or ingest to the video server. This is especially useful in close-to-air environments where there are time critical subtitle elements required for broadcast. The Swift Create Workflow system can also be used to archive subtitle files, creating a searchable library of files for easy access.

## Subtitle translation: Swift Create TransLite

Offers translators the means to translate Swift subtitle files from one language to another whilst maintaining the original time code and formatting. The user has the option of loading the video multimedia file for context checking and for reviewing the translation in step with the original video content.

## Quality Control: Swift Create Approvals Generator

To aid in the quality control process and to enable clients to view subtitlers work, the Swift Create Approvals Generator produces a browse quality clip embedded with the subtitles in the chosen format. This can then be viewed on any PC for review and quality control purposes.

## Maintenance, support and services

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, known as Softel Care, are available spanning from simple 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.

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SWCOFS0609UK



**Pangbourne (near Reading), UK**  
Servicing APAC and EMEA  
+44 118.984.2151  
info@softelgroup.com

**New York area, USA**  
Servicing the Americas  
+1 203.354.4602  
info@softel-usa.com

**Los Angeles, USA**  
Servicing the Americas  
+1 310.878.2789  
info@softel-usa.com

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