

Swift Create

Subtitle Creation and Repurposing

Increased efficiency subtitling

Broadcasters and content producers are increasingly subject to legislation requiring certain levels of subtitled output for Hard of Hearing viewers, while also wanting to maximise their return on investment by making content available to other markets that often require translated subtitles.

Additionally large libraries of material may exist with subtitles created using older systems, that need to be re-purposed without incurring high additional costs associated with re-authoring. For live broadcasts high speed input, often with multiple users and integration into external systems such as prompters and newsroom scripting, is needed.

Broadcasters and facilities houses are faced with a huge variety of different subtitle formats encompassing open and closed captions, Teletext and consumer storage mediums such as DVD and Blu-Ray™, while often there are requirements for repurposing legacy format subtitles. Increasingly tools need to be flexible enough to handle input and output in a wide array of formats.

Improved profitability in the digital age is essential, requiring subtitling tools that can make preparation as efficient as possible, enhancing the productivity of subtitling teams.

Softel – The subtitle experts

Swift Create from Softel has been designed to address these challenges. 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.

In fact Swift customers have expressed a preference for the product, specifying it time and again wherever subtitling preparation or repurposing is needed.

Swift Create truly is the subtitlers solution of choice. Its many time saving features, such as 'in-flight' integrity checking, non-linear editing and approvals generator, have been designed to reduce the industry accepted ratio of 16 work hours to 1 hour of prepared subtitles as far as possible. This translates through to increased productivity and reduced costs.

Benefits

- Future-proof single, modular, subtitling platform
- Save preparation time and costs with streamlined subtitling
- Repurpose archived content, with no re-authoring costs
- Decrease quality checking costs with pre-defined styles and 'in-flight' automated checks
- Handle any live or offline subtitling task with wide format support
- Widely deployed, mature, subtitling preparation solution



The global Swift community and Softel support

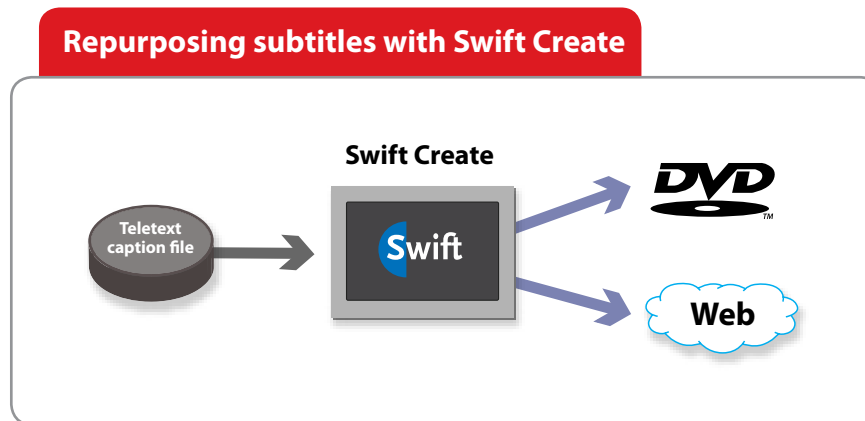
When choosing Swift Create you'll be joining a large, worldwide community of subtitlers who already enjoy the benefits of our technology and in-depth understanding of the challenges and issues surrounding subtitling.

This proactive user group interact not only with Softel, but with each other, sharing best practices and new ways of working, enhancing the already excellent tools provided by Swift.

Softel customers enjoy some of the best support in the industry, in addition to providing full consultation when delivering a solution, Softel also offers in-house expert support. Softel Care is a tiered range of support options, 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.

Flexible subtitling

Whether you're subtitling live to air for a news broadcast (including multi-user or speech-to-text), repurposing archived content for DVD or subtitling the latest cinematic blockbuster, Swift Create takes it all in it's stride.



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

It's vast range of supported formats, coupled with a modularity that allows new tasks to be catered for simply by adding licenses, instead of implementing a whole new product, translates to reduced cost and improved productivity for the freelancer, broadcaster or facilities house. Swift Create offers support for file based or VTR workflows.

Performance is further enhanced through customisable keyboard shortcuts for all functions, including time in & out, plus pre-definable styles that means subtitlers can get on with the task at hand, rather than having to set options before they start a new project.

The Softel end-to-end subtitle solution

Swift Create 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 2009



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