

Automated Synchronization for Subtitles and Captions



Hitting efficiency targets and reducing the cost of subtitle and caption creation and re-purposing

Broadcasters face the challenge of supporting increasing channel count and distribution formats within existing budgets; at the same time the media space is seeing increasing public mandates for hard of hearing subtitling and captioning as well as year by year growth in the provision of multilanguage subtitling and captioning to optimize content revenues through wider viewership.

The creation and re-purposing of subtitle and caption files for video content is time-consuming, and the process can easily become a critical task in the broadcast workflow. One of the most time-significant elements in the subtitling and captioning process is the synchronization of subtitles and captions to the video content, both at the creation stage, but even more significantly in post-edit workflow where there are obvious commercial benefits in reducing subtitle and caption re-purposing costs.

Softel's Swift ReSync™ technology reduces subtitle and caption synchronization time and costs

Softel's Swift ReSync product line addresses the business needs of broadcasters to reduce the time and cost of creating and re-purposing subtitle and caption content; specifically Swift ReSync offers:

- **Swift ReSync TiGo™** to deliver automated synchronization of subtitles and captions to video whilst they are originally authored - using the option on the Swift Create workstation.
- **Swift ReSync Enterprise™** to deliver automated re-timing of original subtitle and caption files to match newly edited programs.

Swift ReSync is built upon Softel technology, which has been in R&D for many years, and a partnership with Nexidia inc; Nexidia is a leading provider of multi-language dialogue analysis.

The Swift ReSync products offer productivity gains of some 40% to 90%.

Benefits

- 40% to 90% efficiency gains in subtitle and caption synchronization
- Support for a wide range of global languages
- Support for both creation and re-purposing subtitle and caption tasks
- Powered by best of breed 3rd party dialogue analysis technology



Swift ReSync product features at a glance

Swift ReSync TiGo	Swift ReSync Enterprise
<ul style="list-style-type: none"> • Real Time auto-timing of subtitles and captions as they are entered, be this from a keyboard or spoken • Alternative workflow to allow existing non-timed subtitles and captions to be timed in one simple pass • Optional client-side product for standard Swift Create workstations 	<ul style="list-style-type: none"> • Re-alignment of original subtitles and captions to edited video • Identification of likely video insert/cut points • Subtitles and captions re-synchronized to edited video timecode • A back-office server-based process • Managed task queue with alert and logging functions
<p>Support for multiple languages including Arabic (modern standard), Dutch, English (North American, Australian & UK), French (European), German, Italian, Spanish (Castilian and Latin America)</p>	

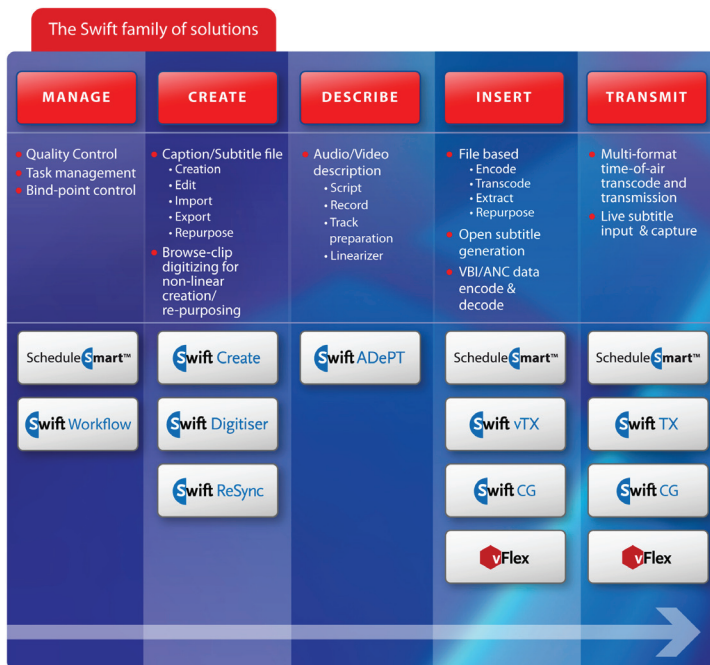
Softel Swift Customers

- ABC
- Arqiva
- BBC
- BSkyB
- CBS
- CBC
- ESPN
- HBO
- TV Arabia
- MTV Networks
- Network 10
- NDR
- NOS
- Portugal Telecom
- RAI
- Red Bee Media
- RTE
- S4C
- SBS
- ShawMedia,
- Sky
- Starz Encore
- Technicolor
- Turner
- TVNZ
- Virgin Media
- VRT
- Zee TV

The Softel Swift subtitle and caption product family

Swift ReSync TiGo and Swift ReSync Enterprise supplement the existing Softel Swift product line for the creation, encoding, transcoding, insertion and transmission of subtitles and captions. The Swift ReSync products are designed to complement the features of Softel's global Swift Create workstation, but Swift ReSync Enterprise may be installed in any facility irrespective of existing subtitle technology.

Subtitle files created as a result of Swift ReSync may be encoded into media files using Swift vTX, or broadcast using Swift TX.



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 2011

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