



2012 NAB Show Preview  
April 16-19  
Softel  
Booth N1525

### **Softel at the 2012 NAB Show**

At the 2012 NAB Show, the Softel team will showcase its full range of feature-rich closed captioning, and video description software, which allows content producers, broadcasters and network operators to quickly and efficiently comply with the latest FCC Twenty-First Century Communications and Video Accessibility Act (CVAA) mandates for content delivered over the Internet.

Softel offers Swift™, a range of closed captioning and video description solutions that enables the creation, repurposing, encoding, transcoding, insertion and transmission of closed captions in a wide array of file formats whilst increasing reliability and productivity.

### **Softel Product Highlights at the 2012 NAB Show**

#### **Subtitle and Caption Creation and Repurposing: Swift™ Create**

Swift™ Create is a subtitling and captioning software and workstation that allows the preparation and repurposing of subtitles and captions. Swift Create supports all formats of Open, Closed and DVD/Blu-ray subtitles and closed captions.

#### **Subtitle and Caption Encoding Software: Swift™ vTX**

Softel Swift™ vTX enables broadcasters to repurpose content regardless of file format. It allows users to switch easily between SD and HD formats to facilitate multiplatform and worldwide distribution. Swift vTX supports a large array of files, wrappers and playout formats, allowing the integration of subtitled or captioned content across a wide range of media servers and editing solutions.

#### **Subtitle and Caption Playout and Management Platform: Swift™ TX**

Swift™ TX from Softel is a flexible and cost-effective subtitle/caption management and transmission platform that reduces workflow complexity and increases reliability and productivity. The versatile solution features real-time transcoding and a class-leading range of automation interfaces, along with the widest support of file formats available.

#### **Video Description Software: Swift™ ADePT™**

Softel's Swift™ ADePT™ software is based on the market-leading Swift Create

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subtitle/caption preparation system, but it is dedicated to the creation and playout of video description. It allows broadcasters to increase audience reach by providing access to content for visually impaired viewers. The ADePT suite offers an end-to-end approach, comprising an efficient yet feature-rich solution for all formats of video description.

### **Swift™ ReSync Enterprise™ — Powered by Nexidia**

The Enterprise™ edition of Swift™ ReSync is Softel's response to customer demand for a product which radically decreases the time taken to repurpose and re-sync content. The system uses patented Nexidia audio analysis logic as well as Softel's respected shot change assessment system, reading speed algorithms to accurately create timings in the same way that a human operator would. This product is especially adept at helping broadcasters to meet the regulations introduced by the FCC Communications and Video Accessibility Act (CVAA). Swift ReSync Enterprise is a client-server-based solution that automates the timing of captions and subtitles (including for edits), allowing for batch operations via a highly sophisticated yet equally highly usable interface that includes queue management functionality.

### **Swift™ ReSync TiGo™ — Powered by Nexidia**

Based on a subset of functionality from Softel's flagship Swift™ ReSync Enterprise™ solution, Swift ReSync TiGo™ reduces subtitle and caption creation costs by assigning timecodes automatically to subtitle and caption content. Swift ReSync TiGo uses patented Nexidia audio analysis logic, as well as Softel's respected shot change assessment system and reading speed algorithms, to create timings accurately in the same way that a human operator would. The system does this automatically, allowing the operator to focus on text manipulation. Swift ReSync TiGo is available as an option to the Swift Create workstation.

### **Automated Subtitling and Captioning Control Center: ScheduleSmart™**

Softel's ScheduleSmart™ is a sophisticated workflow technology that uses proprietary heuristics and algorithms to determine the optimum point in the workflow at which to bind subtitles, captions and ancillary data to content. ScheduleSmart introduces unparalleled flexibility in subtitling workflows by automatically assessing whether there is time to ingest data to media servers or a digital asset management system (DAMS). If the system determines that early or late binding is not possible, live systems are automatically directed to perform the bind at time-of-air.

### **Company Profile**

Softel is a global leader in key TV and video technologies. The company specializes in closed captioning, subtitling, video description and ancillary data processing software as well as headend components and interactive TV solutions, all delivered through a full range of products, professional services and bespoke development.

Based in Pangbourne, near Reading in Berkshire, England, Softel also owns Softel-USA LLC, which focuses entirely on the Americas from its metro New York location. With almost three decades of broadcast experience, Softel has built an impressive network of partners worldwide and a prestigious customer list that includes the biggest names in the broadcast industry.

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