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For Immediate Release

SYSMEDIA LAUNCHES CAPTURE: CREATING SUBTITLE FILES FROM TELETEXT TO REDUCE REPEAT COSTS

Horley, UK - 4th January: SysMedia has once again responded to market demand with the launch of its CAPture product. As broadcasters re-use an ever-increasing amount of subtitled content there are times that they need to create a subtitle file direct from existing teletext data in video. CAPture is the answer.

CAPture allows broadcasters to avoid the time and expense of creating new subtitles for a previously subtitled programme, be it a live transmission or a tape from the archive. It allows the subtitles to be re-worked easily after capture from an original live transmission or to fit with a programme edit. The unit's software automatically detects scrolled subtitles (often used for live programmes) as well as more traditional block mode subtitles and both stores the word-by-word scrolled version and creates a block mode equivalent version as well. This makes subsequent reworking much easier.

As standard, CAPture is supplied as a complete 1U rack mount unit that decodes teletext subtitles from a composite video feed and then stores all the text, position, colour and associated timing data – using an external timecode feed or internal clock – and creates an EBU-STL file.

“These packages satisfy a clear need in the market and highlight SysMedia’s ongoing commitment to product development aimed at real world problem solving. CAPture can be easily fitted into any existing subtitling operation without the need to change existing subtitle authoring or transmission processes,” explains Andrew Lambourne, CEO, SysMedia.

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About SysMedia:

SysMedia manufactures products for the broadcast television industry to produce and transmit value-add content such as subtitling and closed captioning, teletext, digital text services and interactive TV. With over 30 years of experience in this specialised sector, customers include BBC, BSkyB, Red Bee Media, Ascent Media, Technicolor, Teletext Ltd, ARD, RTÉ, TVNZ and over 100 others in more than 25 countries worldwide.

SysMedia is also a leading supplier of specialist teletext signal generators for consumer electronics manufacturers. Additional information can be found at www.sysmedia.com
