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For IBC Release

SYSMEDIA LAUNCHES WINCAPS COMPARE SUBTITLE FILE COMPARISON TOOL

Amsterdam, IBC, Stand 3.B67 – 11th September 2009 – IBC 2009 sees SysMedia's launch of WinCAPS Compare, a unique subtitle file comparison tool that continues SysMedia's drive to provide greater efficiency across the sector.

WinCAPS Compare makes it easy to check multiple language versions of a subtitling job for consistency, hitherto a time-consuming and expensive manual task. The utility is likely to prove popular with subtitle production facilities serving the multi-language DVD market.

Current practice is often to produce a timed transcript in the source language, usually English, as a master subtitle file. This is then sent to translators and used to produce the various language versions.

As well as the words, there will be additional style components used in the master: italics for lyrics, for example; different colours or positioning; and forced subtitles where they appear irrespective of the viewer's choice – usually to explain something.

John Boulton, Subtitling Product Manager with SysMedia, says, "WinCAPS Compare allows quick comparison of all the translated files for consistency with the master, in order to pick up any inadvertent changes in style and timing parameters."

The utility supports the native WinCAPS file format as well as the widely used EBU STL format. The tool also allows "favourite" parameter sets to be created by the user to allow quicker checking of typical language pairs. "This is part of the consistent push by SysMedia to support subtitlers by providing tools that increase productivity. This easy-to-use utility will increase accuracy and help to lower costs for many DVD subtitling houses," says Andrew Lambourne, SysMedia CEO.

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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