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## For IBC Release

### **SYSMEDIA INTRODUCES A LEAP IN SUBTITLE PRODUCTIVITY WITH WINCAPS QUANTUM**

**Amsterdam, IBC, Stand 3.B67 – 10<sup>th</sup> September 2010** – The launch of SysMedia's WinCAPS Quantum at IBC 2010 heralds a new era in subtitle productivity. Quantum combines powerful automation with conventional subtitle preparation techniques and a totally redesigned user interface, delivering a smoother workflow and new levels of productivity.

The power tools include automated media transcription, assisted translation, adaptive extraction of dialogue from scripts, automated colouring, and speech-to-text alignment. Any or all of these tools can be used to deliver a draft subtitle file ready for the subtitler to quality-check and correct as needed.

“Quantum's design features a clean, fresh user interface integrated with a new range of power tools selected to suit the workflow,” explains Andrew Lambourne, CEO, SysMedia. “The automation technologies can be put to work processing the media file and its associated assets before the specialist subtitler starts work, as well as supplementing the crucial skills of the subtitler as they finalise the deliverable, thus reducing the total amount of time spent on the job.”

New productivity-raising techniques include enhanced Automated Speech Recognition, which can convert suitable programme audio into timed text, and an adaptive script extractor that, given basic formatting guidelines, can extract dialogue from almost any consistent script layout in moments.

The output of the automated processing stages - a first-pass subtitle file - contains “hotspot” indicators showing the subtitler where manual intervention is particularly required, allowing rush work to be completed quickly and efficiently.

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WinCAPS Quantum also supports the use of re-spoken text input - thus leveraging the skills used for live subtitling. Where the audio is unsuitable for accurate automated transcription, speech recognition can be used for transcription - with automated segmentation, formatting and text-to-speech alignment further reducing the need for manual effort.

Lambourne concludes, "Quantum has been designed from the ground up to provide an optimum balance between production automation and human skill without compromising quality and without degrading the job of the subtitler. An effective union of technology and human skill not only improves efficiency but also provides a far greater sense of ownership in the work, which itself benefits quality."

WinCAPS Quantum will be available initially for offline subtitle creation, with a live subtitling version to follow.

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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](http://www.sysmedia.com)

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