

# Datasheet

## Realizing New Business Opportunities Through Automated PostProduction

Governments worldwide are mandating the adoption of closed captioning, making it an increasingly important component in the programming distribution process. To meet this demand, broadcasters and postproduction professionals are looking for easier ways to streamline what has traditionally been a labor-intensive and time-consuming process.

## Introduction

UniSay, a provider of innovative software and services for broadcasters and postproduction studios, offers a complete software-only solution for closed captioning and subtitling—UniSay Subtitled™.

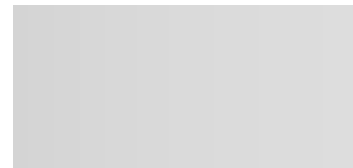
Subtitled combines an automated online service with client software to deliver a cost effective solution for professional quality “Do It Yourself” closed captioning and subtitling projects. By enabling control over the entire captioning workflow, UniSay provides users an opportunity to tap into new business opportunities and revenue streams.

## How It Works

Simply upload a transcript and media file to the automated UniSay service, select a language translation option if required, and then download the synchronized file into the UniSay Subtitled software.

Subtitled software provides viewing and editing capabilities to fine tune synchronization and dialogue. Use with either local or external synchronization. Translated subtitles can be provided by the user or created by UniSay's online translation services. Export to standard closed caption and subtitle formats, or render closed captions for use in a non-linear editor.





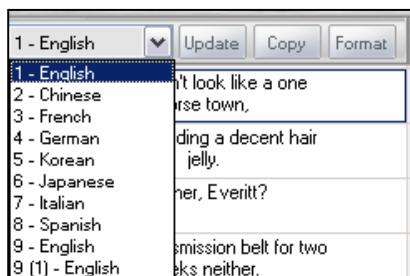
## Key Benefits of UniSay Subtitler

- Affordable solution that provides for professional results – closed caption or subtitle programming ready for distribution.
- No specialty hardware required, compatible with existing PC- based NLE systems.
- Convenient online service means no mailing of tapes for processing, just fast turn-around of automated services.
- Full-featured software provides for fine-tuning and exporting of completed files for almost any closed captioning and subtitling project.

## Key Features of UniSay Subtitler

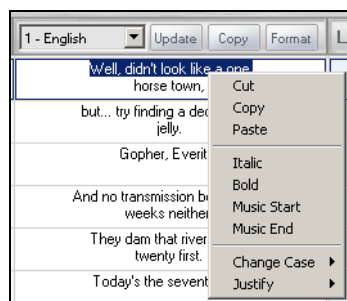
### Online Service

- Timed file produced (synchronized transcript/video)
- MPEG-7 Indexing
- Language Translation



### Client Software

- Text editor and timing tools
- Search & replace
- Drag & drop editing
- Control over text “styles”



- Speech-text auto alignment
- No page limit
- Looping of text and video
- Print timecoded transcript
- Local & external synchronization
- Insert new lines for on-screen information (intertitles)
- Edit frame rate, project and audio start time
- Accurate audio wave form display allows for one-click locating, positioning and editing
- Supports XML for integration with other systems
- Compatible with Avid and Pro Tools, real-time network integration
- Text to subtitle conversion
- Retrieval/conversion of caption files
- Output to major captioning file formats

## Pricing and Availability

Subtitler client software is currently distributed at no charge for use with its online services, which are priced on a per project basis.

## System Requirements

Subtitler client software is compatible with MS Windows 2000, XP. Online services and client software accepts all standard audio and video files compatible with MS Windows Media Player.

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