PARTNER SOLUTION

TELESTREAM

SCREEN SUBTITLING SYSTEMS

Deliver video content with open subtitles

- Save time and money with a single software solution
- Choose from a wide range of high-quality professional subtitle and video/audio formats
- Automatically transcode media to required formats, burn in subtitles and deliver to multiple media outlets
- Fast, efficient, localized content repurposing

New revenue opportunities & challenges

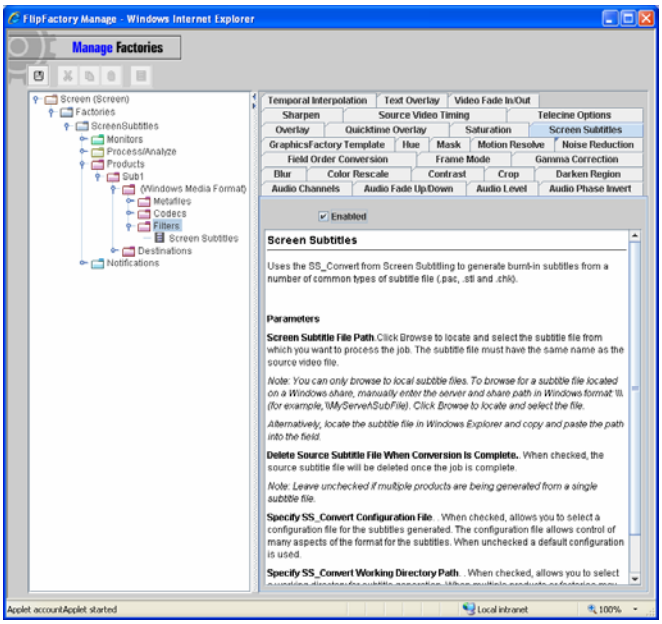
Today's new media outlets offer new revenue opportunities for broadcasters. The challenge is how to effectively repurpose video/audio assets to meet the unique needs of multiple new media delivery platforms. New content distribution channels demand localized content in specific formats. Established subtitling methods are not necessarily supported by traditional broadcast delivery methods to meet the needs of the emerging marketplace. Telestream has partnered with Screen Subtitling Systems to offer a fast, efficient solution that automatically adds burnt-in translation subtitles and captions to video media, enabling delivery to multiple outlets in the required formats.

Cost-effective software solution

Telestream now offers the Screen Subtitle option for open subtitles to its industry-leading, enterprise-class FlipFactory transcoding workflow automation software application. Screen's software solution utilizes *open* subtitling, a technique whereby the subtitle text is permanently burnt-in and visible in the video portion of the media. The combined solution utilizes the power of FlipFactory to enable the user to configure subtitle processors (or *factories*) which automatically generate the desired subtitle output via Screen's SS Convert software.

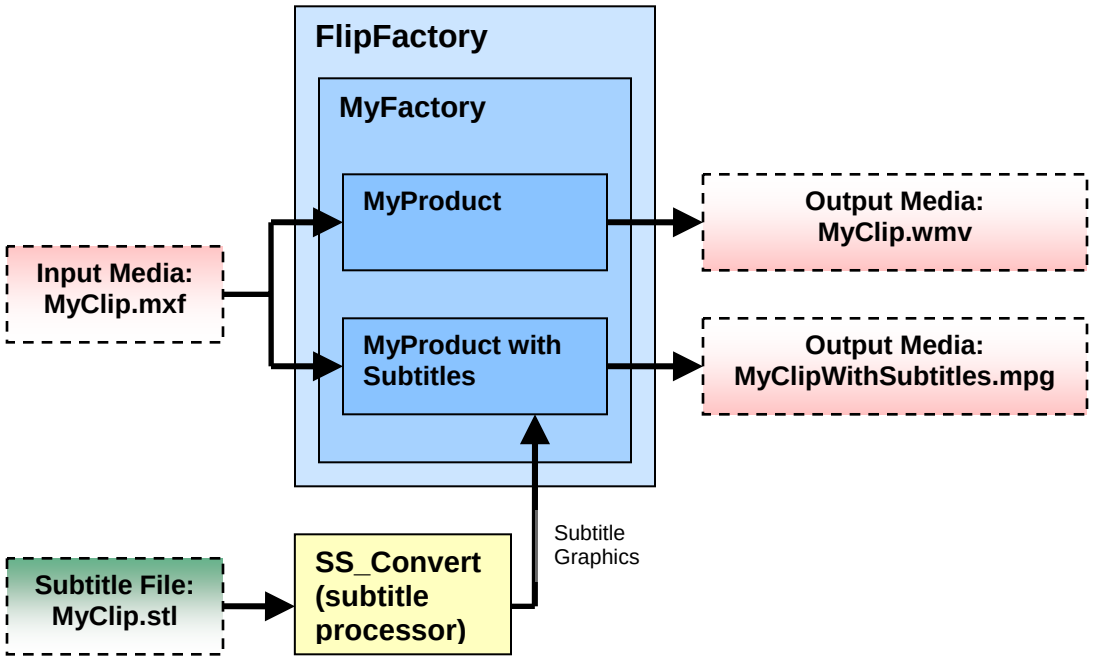
This allows for efficient generation of *burnt-in* subtitles in the required output file formats, while leaving the archive source file clean.

Users can generate high-quality subtitles from the wide range of professional subtitle file formats supported by SS Convert from within the FlipFactory console while, in parallel, driving consistent output results for multiple distribution points.



The Telestream Screen solution

- Uses the proven and established media file format conversion technologies of Telestream and the similarly tried and tested subtitle generation capabilities of Screen Subtitling Systems
- Cost-effectively meets users' needs to consistently generate high quality open subtitles
- Utilizes FlipFactory's extensive format support & parallel production capabilities to quickly repurpose content to multiple outputs
- Is less manpower intensive than NLE-based solutions and can be automated
- Is more flexible, scalable & cost-effective than traditional hardware solutions



How it works:
The new Screen Filter is selected in FlipFactory. Subtitle processors are then configured to generate the desired subtitle style results, whereby subtitles are automatically applied to the media during the transcode process to deliver the required output.

About Screen & its products
Screen has been intimately involved in the video subtitling marketplace for over 30 years. They are specialists in subtitling – it is their core business. Founded in 1976, Screen pioneered and launched the first electronic subtitling system, providing the first digital character generator to the BBC. Throughout the 1980s & 90s, Screen continued to lead the market, developing a number of new subtitling technologies. In 2001 Screen took subtitling technologies into the 21st Century with their Polistream transmission and Poliscript preparation products. Screen Subtitling Systems is now the #1 provider of subtitling services in the world. Their commitment to high quality products and dedication to customers has firmly fixed Screen as the leader in this field.

About Telestream & its products
Telestream products have set the standard with the world's leading media and entertainment companies, corporations, and government institutions for the encoding and delivery of digital media. From plug-in components to desktop craft encoding applications to scalable enterprise-class transcoding systems, Telestream's workflow solutions save users time, effort and money while increasing revenues. The company's Workgroup & Enterprise solutions and Flip4Mac digital media tools for the Mac streamline media workflows for content owners, creators, and distributors in any industry segment. Telestream and its team of video experts are located in Nevada City, California, USA and in Stockholm, Sweden.

Telestream offers a range of FlipFactory models and options to fit a variety of workflow needs. With automated folder monitoring, comprehensive professional video/audio format support for virtually all leading edit systems, video servers, SANs, streaming and distribution servers, FlipFactory offers high volume encoding and delivery with unparalleled workflow automation.

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For more information:

www.telestream.net
info@telestream.net
+1 (530) 470-1300

www.screen.subtitling.com
sales@screen.subtitling.com
+44 (0) 1473 831700

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