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For NAB Release

## **SYSMEDIA LAUNCHES US VERSION OF INFILE CLOSED CAPTION SOFTWARE INSERTER**

**Booth SU14316, NAB, Las Vegas – 14<sup>th</sup> April 2008:** SysMedia Ltd today announced a strategic range of product additions for closed captioning services in the US.

The new version of the company's InFILE software inserter now provides the capability to embed Line 21 closed caption data into SD or HD MPEG-2 media files. In a file-based workflow, embedding Line 21 caption data (or European and Australian teletext captions) in digitized media files compares to the traditional method of striping a tape with VBI signals prior to broadcast.

This means that broadcasters can now take a small caption file (delivered by email from an outsourced captioning facility, for example) and easily add closed captions into their digitized asset in a tapeless environment. The Windows-based application works in the same way as an SDI-based inserter but operates on MPEG-2 files thereby eliminating the need for a manual dub or re-ingestion.

SysMedia is also announcing new features for its established premium closed caption preparation system, WinCAPS. New features to be demonstrated at NAB add extra productivity and export capability. New exports include Blu-ray Disc and support for W3C, Timed Text for MXF and Flash video, enabling captioners and subtitlers to extend their range of delivery platforms.

In addition, there is a new feature that builds on the success of speech recognition tools for real-time caption transcription by providing an option to integrate speech input to speed up

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off-line captioning. The new SpeechTime feature means that a trained re-speaker can capture dialog and initial timing for suitable material in just one pass through the media file.

“SysMedia allows its customers to concentrate on their core competence - the content - without the distraction of the distribution technology,” explains Andrew Lambourne, SysMedia’s CEO. “The InFILE product and additional WinCAPS technologies enable modern broadcasting workflows in a captioning environment, saving time and money.”

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**About SysMedia:**

SysMedia specialises in subtitling and content creation and distribution systems for teletext and interactive services, with an emphasis on workflow automation and optimum productivity. It is a UK-based company with over 30 years’ experience in the broadcast market; customers include the BBC and BSkyB. 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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