

## Software Subtitle & Ancillary Data Insertion and Transcoding: Automatic Operation



### Streamlining the digital media workflow

Increases in compression and decreases in disk prices are fuelling an exponential growth of the global Video Server market, with the vast majority of broadcasters now using Video Servers to ingest, manage, store and play-out their video assets.

Video Servers can help dramatically increase productivity and reduce costs, while playing a vital role in enabling broadcasters to repurpose content for multiple mediums.

This trend brings new challenges for broadcasters to overcome in ensuring they deliver the flawless service expected by their viewers, with complexity further increased by the explosion of content and formats that broadcasters have to aggregate, store and distribute.

A key issue in managing this content is the need to seamlessly integrate subtitling, captioning and ancillary data with video content, while simultaneously transcoding to a wide array of formats. To address these issues broadcasters need an inserter that has multi-format support and easily configurable automation that can deliver productivity improvements for close-to-air encoding.

### Swift by name – swift by nature

Backed up by over 30 years unparalleled industry experience and expertise, Swift vTX from Softel has been designed to address these challenges.

Proven at numerous customers, such as Turner, The Mill and SBS, it rapidly processes the insertion of subtitles, captions and ancillary data into file based media assets, accepting a wide variety of third party assets such as compressed video files, manufacturer specific video server assets and web streaming formats.

### Benefits

- Seamless workflow integration
- Save time & costs with off-line processing
- Scalable
- Easy to install & use
- Multi-format support
- Integration with 3rd party automation



## Reducing costs and complexity to make the most of resources

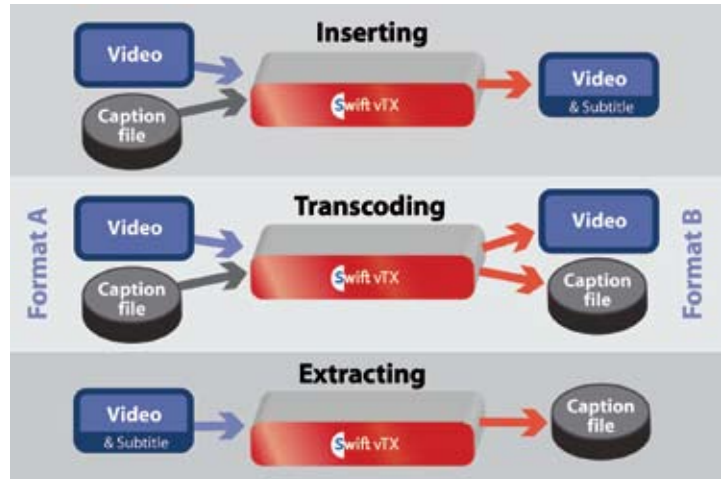
Easing operation via a user friendly GUI, Swift vTX dramatically improves productivity with support for batch insertion of multiple files, while simplifying file management processes and offering seamless integration into existing workflows. Swift vTX offline processing and simplified workflow result in time and cost savings.

Flexibility in operation provides further efficiencies such as dual language insertion into a video server clip. Full integration of subtitle processing of video server assets with external 3rd party workflow and asset management systems is enabled by the Swift vTX SDK, allowing broadcasters to make the most of valuable resources.

Swift vTX is a software based solution, with Softel optionally supplying the PC hardware, enhancing scalability while further reducing the cost and complexity of implementation.

### Swift vTX Workflow

Calling on our extensive experience we've ensured that Swift vTX not only integrates with your workflow, but makes it easier to get things done, for example when creating video files with embedded subtitles or repurposing broadcast content for web or mobile transport streams.



### Multi-format input/output support

Swift vTX supports a wide range of file, video and wrapper formats to enable complete flexibility in the workflow. It also offers integration with leading video servers, with full support for SD and HD, such as Grass Valley and Omneon.

Assets		Caption File	
Wrapper Format	Video Format		
Transport stream (VoD, IPTV)	SCTE27	XIF	CG2
MPEG	MPEG2 / 4	STL	CG
MXF	DVC Pro 25 / 50 / HD	PAC	SAMI
Video Server specific (e.g. Omneon, GVG, Harris, Seachange)	DV	MXF	DVB Bitmaps / VBI TS
		Cheetah	CC Data
		FLC CAP	VBI in Video
		SCC	CC in Video

### The Softel end-to-end subtitle solution

Swift vTX is part of a family of Swift products from Softel that provide an integrated, end-to-end subtitling/captioning solution, from workflow management and subtitle creation through to time-of-air insertion. Contact Softel to find out more or visit our website at [www.softel.co.uk](http://www.softel.co.uk).

### Maintenance, support and services

Support is always a key component when creating an integrated solution, that's why in addition to providing full consultation when delivering a solution, Softel also offers in-house expert support. A tiered range of support options are available, spanning from simple software updates to full 24 x 7 x 365 telephone and on-site support. To discuss your support requirements in more detail please contact your Softel sales representative.

Due to continuous enhancement and development by Softel, product features, designs and specifications are subject to change without notice. Please contact Softel to confirm details of any required functionality or specification. © Copyright Softel Group 2009

SWVTXADS0409UK



**Pangbourne (near Reading), UK**  
Servicing APAC and EMEA  
+44 118.984.2151  
[info@softelgroup.com](mailto:info@softelgroup.com)

**New York area, USA**  
Servicing the Americas  
+1 203.354.4602  
[info@softel-usa.com](mailto:info@softel-usa.com)

**Los Angeles, USA**  
Servicing the Americas  
+1 310.878.2789  
[info@softel-usa.com](mailto:info@softel-usa.com)

Powering Television Beyond the Video™