

## Swift Create Video Encoder



### Subtitle and caption preparation and delivery

Subtitling and captioning are an integral part of modern broadcasting and content delivery, as statutory requirements, viewer expectation and a desire to reuse content across regions increase throughout the world.

The subtitling and captioning process starts with creation using a preparation workstation. Today this creation stage is enhanced by modern technology, allowing the subtitler or captioner to work anywhere using a 'browse quality' video clip. This clip is created from digitizing video from tape or directly from a video server.

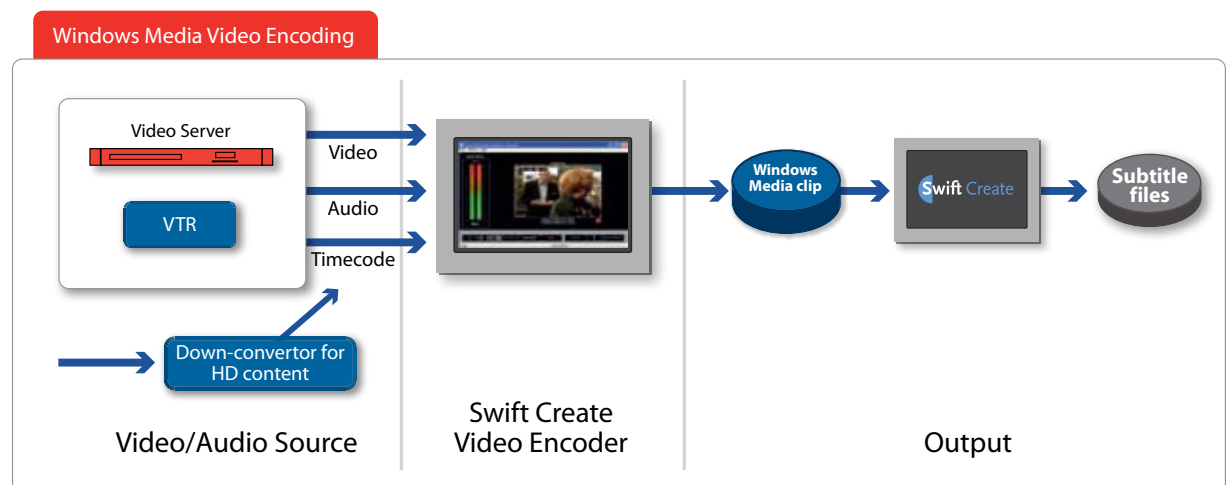
Using a file based non-linear workflow eliminates tape duplication, along with shipping time and cost, as well as dramatically reducing the cost of installing and maintaining multiple tape decks. Removing the reliance on tape further reduces the amount of time spent actually producing subtitles and captions, by cutting out the tape 'shuttling' and dubbing time.

### Swift Create Video Encoder, the subtitle and caption experts

Swift Create Video Encoder from Softel enables this tapeless workflow, utilising standard PC hardware. It is part of the end-to-end Swift family of proven subtitling and captioning solutions used by many facilities houses, broadcasters and network operators around the world, such as Broadcast Text, SVT, Turner and Arqiva.

Supporting all forms of video, including HD with the use of a HD to Analogue down-converter, Swift Create Video Encoder produces Windows Media encoded video & audio clips for use by Softel's Swift Create subtitle and caption preparation and repurposing workstation.

The Swift Create Video Encoder is also configurable for multiple timecode inputs, including LTC, VITC and DVITC, with audio input on a line-in connection.



### Flexible configuration

The output from Swift Create Video Encoder is a user configurable, continuous bitrate Windows Media clip. As the quality of audio enhances the ability of the subtitle or captioner to interpret dialogue, audio encoding is given a suitably higher proportion of bit-rate.

Recording time for encoding can also be selected as either a predetermined length of time or between specific received timecodes.

### Efficient subtitling and captioning

Softel's Swift Create is the most widely deployed subtitle and caption preparation and repurposing workstation. Its many time saving features have been designed to reduce the preparation to running time ratio as far as possible, resulting in increased productivity and reduced costs.

Swift Create Video Encoder not only creates a Windows Media clip, but also generates associated 'buddy' files, used by Swift Create to further enhance preparation efficiency.

These buddy files include aspects such as timecode and shot change. Shot change detection allows Swift Create to denote shot changes so that the timing of subtitles and captions can be adjusted, to avoid subtitles and captions running across different scenes.

### PC requirements

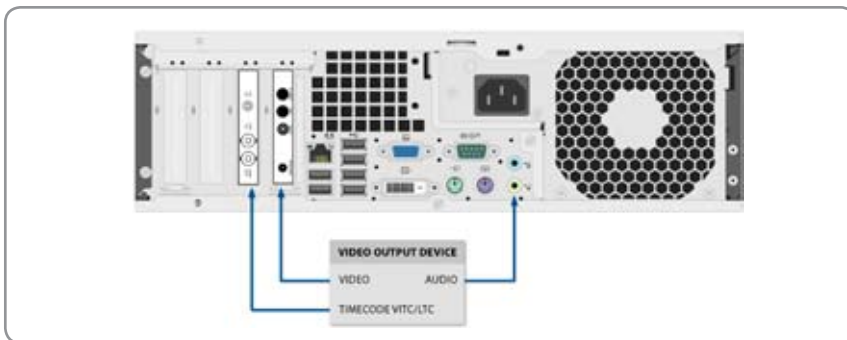
Swift Create Video Encoder requires a PC with a minimum specification of a 2.8GHz (single core) or equivalent Intel Core2 Duo processor and at least 1GB of memory.

The graphics chipset must support Overlay and/or Direct3D and the latest chipset drivers should be installed.

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

Swift Create Video Encoder is part of the Swift family of subtitling products from Softel that provide an integrated, end-to-end subtitling and captioning solution, from workflow management and subtitle preparation through to time-of-air insertion and monitoring.

Contact Softel to find out more or visit our website at [www.softelgroup.com](http://www.softelgroup.com).



Swift Create Video Encoder PC back panel

### Swift Customers

- Broadcast Text (Worldwide)
- ITFC (UK)
- IMS (UK)
- ECI (Worldwide)
- BBC (UK)
- NCI (USA)
- CaptionMax (USA)
- VisionText (USA)
- Canwest (USA)
- Turner (USA)
- Visual Data (USA)
- BCCS (Canada)
- CCS (USA)
- WGBH (USA)
- CBS TV Network (USA)
- E! Entertainment (USA)
- Australian Caption Centre
- SBS Sydney
- MediaCorp Singapore
- Nickelodeon (UK)
- Disney/Universal (Spain)
- Technicolor Services (UK)
- Turner (USA)
- Channel 4 (UK)
- MediaCorp (Singapore)
- CH10 (Australia)
- Canwest (USA)
- CBC (Canada)
- Deutsche Welle (Germany)
- Orbit (Bahrain)
- VRT (Belgium)
- DR (Denmark)
- SVT (Sweden)

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