

AUTOMATIC SYNC

TECHNOLOGIES

CaptionSync™

CaptionSync is an automated captioning server that allows you to submit your media content electronically and receive back a standard captioning file in minutes. CaptionSync provides accurately timed captions in a fraction of the time, and at a fraction of the price of traditional captioning.

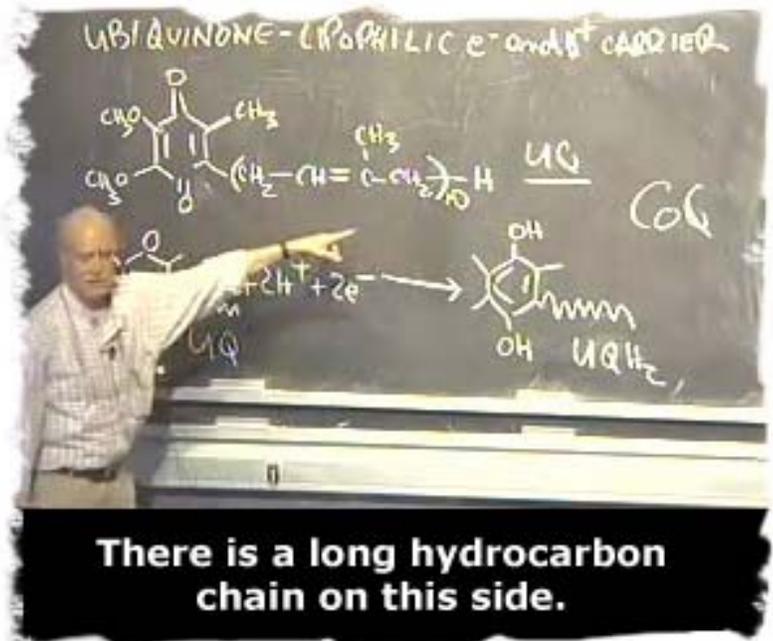
After establishing a captioning account with AST, you can use CaptionSync simply by logging on to the secure website and submitting a media file and the transcript file (if you have it). Minutes later, you will receive caption result files. Standard caption file formats are available for streaming media (Flash, QuickTime, RealMedia, and Windows Media), podcasts, DVD authoring, and Videotape encoding.

Don't have a transcript? Simply check a box, and AST will take care of the task automatically through our system.

CaptionSync offers a fast, accurate, and convenient way to caption your content that costs dramatically less than traditional captioning providers.

Benefits

- **Quality:** CaptionSync provides accurately timed and placed captions according to the format that you request.
- **Speed:** CaptionSync typically returns the caption results just minutes after your program is submitted – a speed unrivaled by any conventional captioning technique. Normal turnaround is about 10 minutes if you provide the transcript.
- **Cost:** CaptionSync is fraction of the cost of conventional captioning.
- **Convenience:** The secure website is available 7/24; just log on to the caption server, submit your material, and receive the results minutes later.
- **Output Formats:** CaptionSync produces dozens of different output formats for a wide variety of media players and caption encoding devices; request one, several, or all of them without increasing the price or turnaround time.
- **Video Search:** CaptionSync delivers search results, including timed transcript output for Google Video (video.google.com), at no additional cost.



Ideal for Streaming Media

Streaming video content over the web is gaining tremendous popularity, particularly in education, and as support for seminars, and conferences. This new medium allows viewers to attend a presentation without the inconvenience and cost of travel, and can substantially reduce facilities costs for the content provider.

Captioning provides several key enhancements to your web media:

- **Accessibility:** Automated captioning is an inexpensive and simple mechanism that provides compliance with accessibility regulations.
- **Improved intelligibility:** Even in the highest quality web media, intelligibility can be an issue. This is often further compounded if English is not the native language of either the speaker or the listener. Captioning substantially improves intelligibility and comprehension by allowing the viewer access to a second, redundant channel of information.
- **Searching and indexing:** Fully captioned web media can easily be made searchable via simple text queries. All students benefit by the ability to quickly review key areas of interest. Moreover, searchable web media greatly extend the shelf-life of the lecture content, allowing students quick and ready access to lecture material throughout the term.
- **Universal Design:** Designing educational content from the outset to universally address the needs of the full spectrum of learners is a key principle of Universal Design. Captioning promotes a broader and more seamless inclusion of a wide range of learners whose backgrounds, skills, abilities/disabilities, and interests do not fit traditional "mainstream" models of learning.

Captioned web media fosters a better viewing experience, which in turn leads to higher adoption rates, better retention of the presented material, and higher user satisfaction. AST maintains a strong focus on streaming media, especially in educational settings, and can work with clients to develop fully automated solutions to caption and publish web content.

For More Traditional Media Too

For more DVD and tape, accurately timed Pop-on or Roll-up captions are returned in a fraction of the time, and at a fraction of the price of traditional captioning. Output files can be read directly into the closed captioning encoding equipment.

"AST's automated captioning service has enabled UC Berkeley to provide captioned webcast lectures in a timely cost-effective manner. AST's CaptionSync is exceptionally fast and accurate, and they were able to work with us to accommodate our specific requirements. Our work with AST has resulted in a higher quality course delivery to our students."

Richard Bloom
Educational Technology Services, UC Berkeley

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