

## **BXV LIVE Transcription and Translation Service**

The capture, production and distribution of live captioning has been complex, expensive, and of questionable quality – until now. BxVideo’s EZ Live Suite finally provides what the market wants – high-quality, low-latency live transcription and translation at affordable prices. Better yet, BxVideo has engineered into their solution NDI connectivity to provide seamless integration with your existing video production workflows.

With the exponential growth of video creation and distribution via digital devices, there is a corresponding increase in the need for live, accurate captioning for lectures, seminars, presentations, meetings and webcasts. Global communications in non-native languages precipitates the need for automatic machine translation. The combination of automatic transcription and translation leads to entirely new possibilities for global collaboration and with that, associated markets.

The speed, cost and accuracy of automatic speech-to-text (transcription) and text-to-text (translation) systems continue to improve with the emergence of better machine learning techniques through deep neural network advances powered by massive pools of optimized servers. BxVideo’s solution leverages the best commercially-available components integrated for flexible use within your workflow.

Beyond the value derived through reaching new and expanding markets, recent changes to the USA American’s with Disabilities Act (ADA) mandate that some websites now provide closed captions for their videos. With the explosion of online content being consumed at ever increasing rates, any and every website with significant video content should consider captioning. Not only does it provide access for deaf and hard-of-hearing viewers, but captions and the associated metadata can dramatically improve video search engine optimization, driving traffic to your content.

Four laws create the obligation to caption. Starting with federal agencies, Section 508 1194.24(c) of the Rehabilitation Act (29 U.S.C. 794d) states that “All training and informational video and multimedia productions which support the agency’s mission, regardless of format, that contain speech or other audio information necessary for the comprehension of the content, shall be open or closed captioned.” Beyond these federal requirements, note that states that receive federal funds under the Assistive Technology Act of 1998 must also comply with Section 508 to some degree. This may comprise many public schools, public universities and local governments websites.

The BxVideo solution can produce automated transcripts for closed captioning and rich metadata for media production, monitoring and analytics. The transcripts generated in the source and target languages are immediately available for editing to improve accuracy. The edited transcripts can be reapplied to the video for enhanced accuracy for video-on-demand viewing.

See <http://www.streamingmedia.com/Articles/Editorial/Featured-Articles/Closed-Captioning-for-Streaming-Media-86217.aspx> for background on captioning.

## **Benefits**

- ❖ Save money and time – Automates expensive, time-consuming manual tasks of transcribing, translating, captioning and post editing media content
- ❖ Improve content management - Maintains accuracy and consistency across all production centers and content channels
- ❖ Monetize content – Engages with new multi-language audiences and allows for distribution on new platforms
- ❖ Faster time to market and faster return on investment – Leverage one single platform with less upfront work across multiple enterprise applications
- ❖ Creates rich metadata - Search engine optimization for archives, websites, news departments, program libraries, etc.

## **Capabilities**

- ❖ Automated captioning transcribes audio in multiple languages for open or closed captioning
- ❖ Rich metadata creation converts speech to text to create a comprehensive index of metadata for search engine optimization for archives and libraries
- ❖ Flexible formats handle a wide range of audio/text input and output file types and various captioning formats