



NEWS RELEASE

TMR Digital adds new dimension to subtitling at IBC 2005

Digital media specialist leads the way with pan-European subtitling project

IBC 8 - 13 September 2005

Balcony, hall one, RAI Congress centre, suite B10

LONDON, 24 June 2005: TMR Digital, part of VTR Media Services, will unveil a beta version of its new subtitling software, **eTITLE** (www.etable.co.uk) at IBC 2005. TMR Digital will be at the show between 8 and 13 September on the balcony, hall one, RAI Congress centre, suite B10).

eTITLE has generated a huge response since its technology demonstration at NAB, with companies such as Technicolor and Czech TV signing up to the end-user group. As a result of the feedback group and TMR's own evaluation, eTITLE now features a refined, more project-oriented interface.

Funded through a 1.35 million euro eContent grant from the European Union, eTITLE is the culmination of a two-year pan-European development initiative to improve the automation and expansion of the European subtitling market.

The aim of the eTITLE initiative is to allow media content owners, broadcasters and film studios across Europe to repurpose content for use in local markets. This includes subtitling foreign version programmes and movies and scripting content for hearing impaired viewers. It also incorporates video asset management from TMR Digital combined with linguistic technologies provided by Pompeu Fabra University **UPF** (Barcelona).

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"We've identified an immediate need for a cost-effective system to deliver larger scale quantities of subtitling using a web-enabled interface and taking advantage of cheaper bandwidth," said Neil Lane, managing director of TMR Digital. "We've designed eTITLE to enhance and complement the existing subtitling process. Broadcasters and subtitling companies have expressed an interest in eTITLE because of its effective workflow and technology, which leaves their skilled staff to focus on more complex tasks."

The system is unique in that it brings all of these elements together in an online environment. The product is not a substitute to subtitlers, but instead automates the more time intensive tasks making bulk subtitling accessible and affordable. Subtitlers can then be used to their best advantage in previewing and finalising the results.

"As eTITLE is entirely browser-based, unlike traditional desktop based products, you can have your subtitlers, translators and QC staff collaborating on the same project regardless of where they are in the world, explained eTITLE Technical Manager, Tony Stott."

The software has been developed in conjunction with a consortium of partners across Europe – including broadcaster **MTV Networks** in Spain, Czech DVD subtitling company **LS Productions**, the Technology and Linguistic Department at the Pompeu Fabra University **UPF**, and Catalanian broadcaster **TVC** (Televisio de Catalunya). TMR Digital is the lead partner on the project, with responsibility for project management, technical development and marketing of eTITLE.

Notes to editors – About eTITLE

Using a combination of the latest digital asset management, linguistic technologies and image processing techniques, eTITLE will be available either as a plug-in or as a stand-alone system. eTITLE will generate the standard STL subtitling format, and will therefore interface with all the major subtitling packages.

eTITLE has also developed its own format, ETL, which enables users to see thumbnails of each scene. The ETL file also stores all the timing information allowing the video footage to be matched to the script, while a built-in auditing process at the back-end ensures that productivity and accuracy can be measured.

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It is expected that eTITLE will be available in three different business models:

1. An ASP version that allows users to upload content and download subtitles, with processing carried out by TMR Digital.
2. A per licence version with more front-end capabilities but with processing still done by TMR Digital.
3. An unlimited server version for companies who wish to buy the entire system for in-house processing.

About TMR

Established in 1991, TMR has over 14 years' experience of providing specialist restoration, digitisation, DVD authoring and telecine services to the film, television, corporate and entertainment markets. It offers clients highly experienced operators with cutting edge technology.

Within TMR there are two key divisions. TMR Digital (formerly Clipstream) provides full DVD authoring and encoding facilities to media companies. It also reaches out into the wider corporate and blue chip market through its design, build and integration of customised digital asset management and website services.

TMR is the archive and restoration specialist, providing a full suite of optical and digital video and film restoration services at either SD or HD resolutions. It also includes London's most advanced film treatment centre, as well as full feature film mastering and duplication facilities.

Clients include *bfi, IWM, TWI, Pathé, Shed, HIT Entertainment, BBC Worldwide, BUFVC, British Movietone News, Getty Images and Walt Disney.*

Credits

Project:	<i>eTITLE subtitling initiative</i>
Lead partner:	TMR Digital
eTITLE consortium partners:	MTV Networks (Spain), LS Productions (Czech Republic), UPF (Spain), TVC (Spain)
TMR Digital project manager:	Ali Page
TMR Digital technical manager:	Tony Stott
TMR Digital system architect:	Jemma Hussein
TMR Digital lead programmer:	Simon Li

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