



## NEWS RELEASE

### **TMR Digital to give technology demonstration of eTITLE at NAB 2005**

*Soho digital media specialist leads the way with pan-European subtitling project*

**LONDON, UK, xx March 2005: TMR Digital**, part of VTR Media Services, will give visitors to NAB in April 2005 (<stand number>) an exclusive technology demonstration of its new subtitling software, **eTITLE** ([www.etable.co.uk](http://www.etable.co.uk)).

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 product is currently one year into the beta process at a key number of European broadcasters and subtitling companies.

eTITLE has been developed in conjunction with a consortium of partners across Europe - including broadcaster **MTV Networks** in Spain, Czech DVD subtitling company **LS Productions**, Technology University of Barcelona **UPF**, and Catalonian broadcaster **TVC** (Televisio de Catalunya). TMR Digital is the lead partner on the project, and is responsible for project management, technical development and marketing of eTITLE.

Bernard Smith, Head of Division - Interfaces E1, at the European Commission Directorate for General Information Society & Media, explains the background to, and the significance of, the eTITLE initiative. "Access to high-quality, relevant information is absolutely central in creating an *Information Society for All*, and is a cornerstone of the eContent programme. Clearly European content owners need a platform to help them make more out of locally created media assets, and fast and efficient subtitling is a vital component in enabling them to access new markets. The eTITLE project, and the pan-European consortium behind the original proposal, really took this challenge seriously and the results to date look very promising."

eTITLE will enable media content owners, broadcasters and film studios across Europe to repurpose content for use in local markets. This not only includes subtitling foreign version programmes and movies but also translating speech to text for hearing impaired viewers. The product also incorporates advanced speech-to-text technologies from Virage plus specialist linguistic and sentence compression technologies developed by UPF.

Neil Lane, managing director of TMR Digital, comments: "Due to new subtitling quotas demanded by the regulatory bodies across Europe, the cost of subtitling and specialist translation services are becoming increasingly expensive. European media companies and broadcasters produce and hold large quantities of programme material that isn't exploited because it's in the wrong language. Costs to localise these programmes through subtitling are usually prohibitive. 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."

He adds: "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."

eTITLE Technical Manager, Tony Stott, explains how it works: "eTITLE can either process assets via a secure web portal or can be deployed within the clients' network infrastructure. It allows users to digitise, upload, utilise speech-to-text, combine video, scripts, sentence compression and multilingual translation all in one place."

#### **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. It will interface to all of the major subtitling packages, and support the standard STL subtitling format.

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.

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 Hussain
TMR Digital lead programmer:	Simon Li

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