



# Broadcast Captioning in the Cloud

## How to Simplify Captioning with Alta

WHITEPAPER



As cloud-driven workflows expand across the world, one company is commanding the closed captioning space in IP video. That's AI-Media – powered by EEG's leading technologies.

EEG is known by many in the broadcast industry for providing leading hardware caption encoders including the **Encoder Pro** and **Encoder 4k** (formerly known as the HD492 and AV650 respectively), but EEG (and now the company that acquired it, AI-Media) is notably the home of the revolutionary iCap universal captioning network, used by many major broadcasters, and its virtualized IP caption encoder, Alta™.



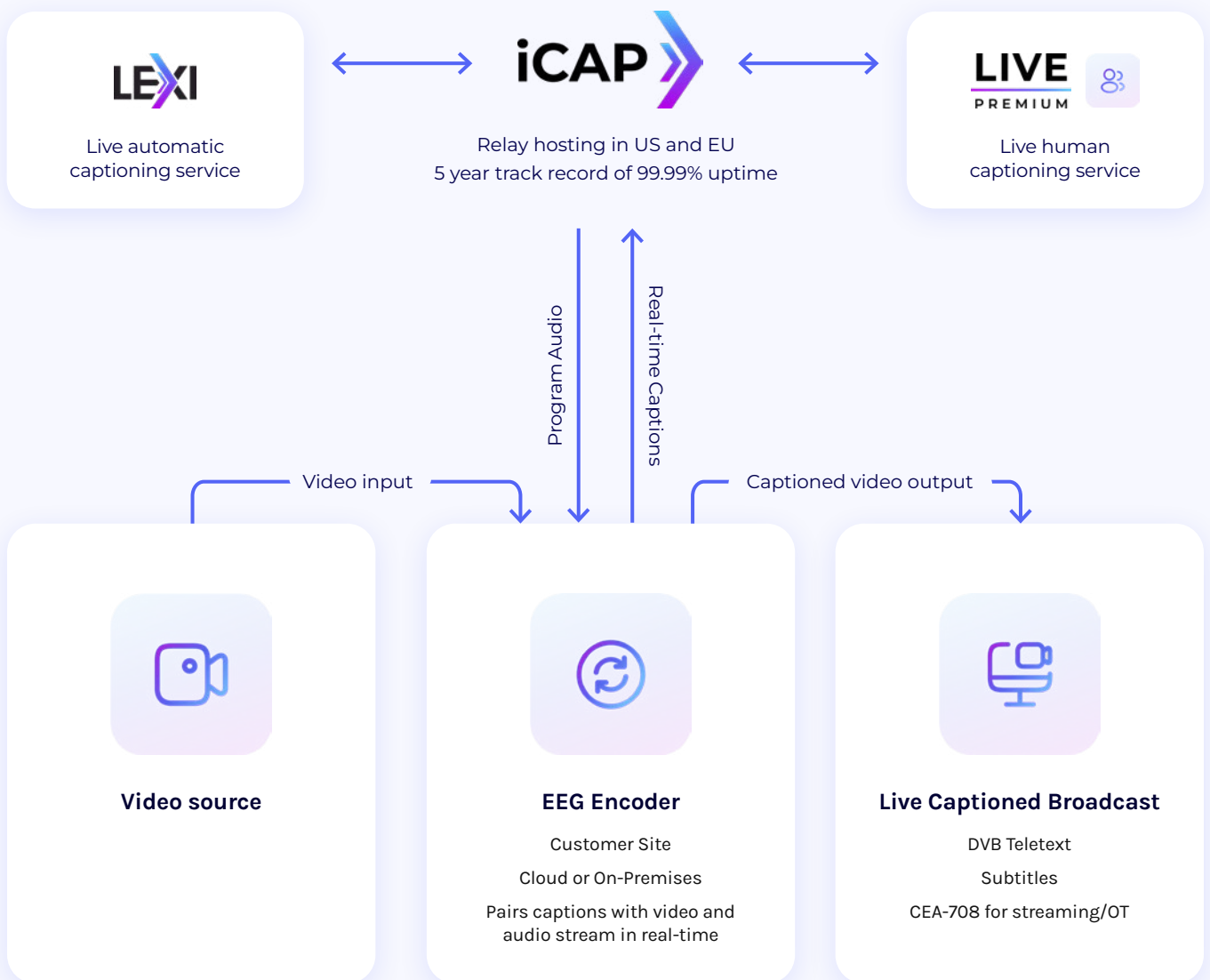
## How iCap Revolutionized Caption Delivery

When it was launched in 2008, the iCap network introduced a modern, secure, IT-centric communication system that increased caption accuracy, lowered operational costs, improved interoperability, and rapidly became an industry norm in North America.

The widespread adoption of iCap demonstrated the enthusiasm of broadcasters to move their vital operations to the cloud, increasing the ability to reconfigure capabilities and networks through code—rather than physical equipment—while reducing manpower costs.

This trend continues to this day. More and more broadcasters are realizing that their work can be done much more cost-effectively

when they leverage widely available IP solutions, such as public clouds like AWS or commodity on-prem servers and switches, while retaining specialty software vendors that are unique to the industry.



## Alta: Virtual Caption Encoding for Next- Generation Workflows

iCap and Alta are now mainstream solutions in the broadcast industry. AI-Media's line of Alta solutions offers virtual caption encoding for next-generation workflows that are software-driven, fully virtualizable and native IP. The technology is available as a standalone virtual machine or a software library for custom integration.

With Alta, modern IP and legacy SDI workflows are unified under the same iCap Cloud - allowing a seamless transition from hardware-driven caption insertion to a software-controlled environment.

For broadcasters who are already using the iCap network for captioning, Alta is a drop-in replacement which doesn't require their captioning workflow to change. Broadcasters can continue to use the human captioners they are already using - or they can use AI-Media's automatic captioning solution LEXI or its human-curated solution Smart LEXI.

Once deployed, Alta is controlled through a web browser interface or scripting or automation tools. For maximum security, it uses a server-based authentication, connection, and encryption model with all instances safely behind existing firewalls.

Alta provides high bandwidth audio feedback to captioners with a dialogue-focused mix. Clarity far exceeds the capability of legacy systems and leads to much higher word accuracy and improved transcription.

Alta powers applications with 24/7 connectivity to captioning services around the world. SCTE-35 Regionalization and Ad Triggering Digital Program Insertion cues can both be injected into transport streams as well as fully read and analyzed.

## Alta Caters For a Range of Digital Media

There are various modes of Alta in production, including an MPEG-2 Transport Stream version (known as Alta-TS) and a SMPTE-2110 version (Alta-2110). These are each available as a virtual machine, a physical server, or in the AWS Cloud.

AI-Media is also developing a CDI version of Alta (CDI-Alta) for uncompressed video in the AWS Cloud. The company recently completed an interoperability with CDI with 14 AWS partners. This continues AI-Media's leadership from the SMPTE-2110 through SMPTE-2022 standards.

“Connecting IP workflows to the iCap Network, Alta harnesses AWS CDI to ensure reliable, low-latency transport of uncompressed live video.”

AWS CDI supports a new wave of migration to the cloud at the highest tier of live video production. Live captioning and ancillary data processing with CDI Alta makes captioning for CDI easy, providing a cloud-based complement to AI-Media's work with the SMPTE-2110 uncompressed standard for on-premises channel production.

AWS said of Alta, “Connecting IP workflows to the iCap Network, Alta harnesses AWS CDI to ensure reliable, low-latency transport of uncompressed live video.”

## AI-Media is Your One-Stop Shop for Captions

When closed captioning for IP video, the thread that brings it all together is AI-Media's flexibility to provide a fit-for-purpose option for any broadcaster. They can bring the IP video captioning solution to you, wherever you are, and wherever you are going with your video production. When the new standard comes out, AI-Media is prepared for it.

The transition for broadcasters is seamless. You can continue to have high-quality live captioning to the same standard you're used to, future-proofed for new requirements and technologies when they arise in the industry. Workflows can be simple, streamlined, and function more smoothly than ever.

Ultimately, taking advantage of these cutting-edge IP video captioning solutions allows broadcasters to perform at their highest capacity, comply with legislation, make their content accessible to their broadest audience, and maximize engagement with their content on multiple platforms.



**AI MEDIA**

Find out more about AI-Media's captioning solutions at [ai-Media.tv](https://ai-Media.tv) or contact [sales@ai-Media.tv](mailto:sales@ai-Media.tv)