



# Future-Proofed Closed Captioning Empower Your Content with Next-Gen Tech

WHITEPAPER



## Closed-Captioning Gets Future-Proofed

The way we use technology in the media industry is changing. As many (but by no means all) media companies move to IP video, you need flexible options to account for all market opportunities.

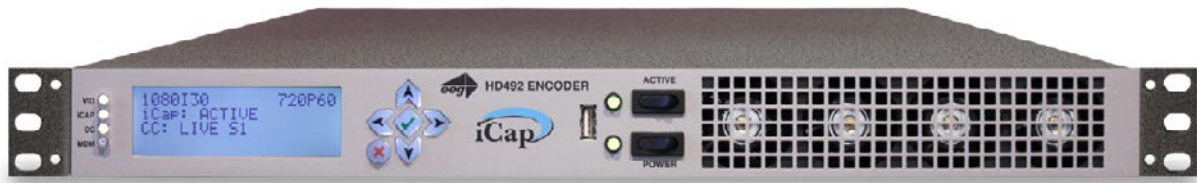
For closed captioning in particular, the flexibility of the solutions you choose is crucial to satisfying compliance requirements and making content accessible to your full audience, especially in the real-time environments of live broadcasting and live streaming.

AI-Media's services are world-leading in the closed captioning space. The company's tech is designed with the knowledge that the needs of every media company are different, and those needs change over time.

AI-Media's services are world-leading in the closed captioning space. The company's tech is designed with the knowledge that the needs of every media company are different, and those needs change over time.

For that reason, all of AI-Media's captioning solutions are futureproofed for any captioning requirement – applicable to any SDI or IP solution; covering all media connection architectures and standards;





## Virtual Caption Encoding with Alta

AI-Media's line of Alta™ solutions offers virtual caption encoding for next-generation workflows that are software-driven, fully virtualizable and native IP. Alta's virtualized technology connects modern IP video workflows to AI-Media's universal iCap™ network, making live captioning a seamless and natural part of programming.

Alta supports all captioning and subtitling standards and can be installed on premises. It's proven with the full suite of AWS Media technologies for public cloud power and flexibility.

With Alta, modern IP and legacy SDI workflows are unified under the same iCap Cloud – iCap being the cutting-edge universal captioning network developed by EEG and now owned by AI-Media.

iCap is the largest closed captioning and subtitle delivery network in the world, and can service SDI to IP video and 4K. It provides 24/7/365 connectivity to captioning services around the globe and supports a growing number of broadcast and cable channels, OTT content providers, and more.

## Live Stream Captioning with Falcon

Companies can also choose to add captions to any live stream with Falcon, AI-Media's virtual live streaming caption encoder.

For those not yet making the digital transformation leap, AI-Media technology provides a comprehensive range of hardware solutions that are also fully compatible with its other services, when you are ready to change.

This includes the **Encoder Pro** hardware caption encoder (formerly known as the HD492), the leading broadcast-standard caption encoder. The Encoder Pro is trusted by major TV networks and live venues across the world, with a low operational cost and low-latency caption display.

The Encoder Pro has the high-tech capabilities to meet varying broadcast and streaming needs and opens the door to AI-Media's full range of solutions.

## AI-Media's Closed Captioning Services

In terms of closed captions themselves, AI-Media has a range of services to help you comply with regulation and engage your audience more effectively. These offerings come in three tiers: LEXI, Smart LEXI and Premium Captions.



### ▶ LEXI™

The cloud-hosted live automatic captioning service known as LEXI™ is North America's leading automated captioning solution. It's a low-touch, cloud-hosted solution that uses algorithmic machine learning workflows to achieve greater accuracy than 'out-of-the-box' automated captions. It's a budget-friendly option that is suitable for live broadcast and high-quality audio streams.

LEXI provides best-in-class accuracy while focusing on the vocabulary, positioning and automation features crucial for practical live production. Clients can access LEXI from any EEG Encoder Pro, iCap Encode BASIC (EN537), Alta, or Falcon encoder.

### ▶ Smart LEXI™

AI-Media's Smart LEXI™ solution is a groundbreaking semi-automated captioning solution that uses the power of the company's human curation layered onto Automatic Speech Recognition (ASR) engines to deliver significantly better results than standard automatic captioning products.

When independently audited using the viewer-centric NER captioning assessment system, AI-Media's Smart LEXI captions consistently outperformed captions from an 'out-of-the-box' ASR engine. Smart LEXI has higher accuracy and strong delivery of technical language and difficult names.

### ▶ Premium Captions

Lastly, AI-Media's Premium Captions are the top-tier captioning service. Created by AI-Media's team of human captioners, Premium Captions have the highest accuracy and confidence levels of all captioning options. Premium Captions can work with live or recorded media.

If you're delving into multilingual options, AI-Media technology gives you the option to add multilingual to any captioning or transcription service. Solutions are tailored to the client's needs and can include multilingual subtitles, sign language interpretation, and audio interpretation (translation to other languages via audio stream) in some locations.

Media companies need to stay flexible. AI-Media has long-standing expertise in the global set-up and implementation of all types of captioning solutions for the media industry, and its pioneering, futureproofed technologies speak for themselves.



**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)