



## **Screen Subtitling Systems welcomes you to stand J54 at Broadcast Video Expo**

Screen Subtitling Systems, the world's number one developer and supplier of subtitling technology, showcases its latest product developments at the Broadcast Video Expo show in London from 16-18 February 2010. The company's most recent additions to its range include both a new product and enhancements to well-established product lines:

- **MediaMate** – digital workflow tools for media files
- **MediaTrack** – an electronic management system for all localization files
- **Polistream MSX** – subtitle monitoring, reviewing and logging
- **Polistream Black** – the next step in Screen's premier transmission system

### **MediaMate – digital workflow tools for media files**

Screen Subtitling Systems' MediaMate repurposes, localises and manipulates media files in a server-based environment. The system encodes, decodes, renders and multiplexes files to generate content – with a special emphasis on localisation – for delivery on multiple platforms.

Broadcasters, playout service providers, production and post-production companies, specialist media service providers and others who work on offline media files can add text, logos and graphics into various formats, including VOD, mobile video, web, IPTV and broadcast. The MediaMate system can manage multiple subtitles and caption formats in multiple resolutions, including both SD and HD, to create, convert or repurpose media files with the minimum of human intervention.

### **MediaTrack – an electronic management system for subtitle files**

MediaTrack is an electronic management system for storing and tracking the status of localization files.

All programming information, including the localization files themselves, can be stored electronically in one place, making it possible to manage subtitle files effectively and to ensure their accuracy and availability within programming schedules.

The system stores details of localization files, programmes and schedules in a central, internal database that users access through a web-based front end. Access to information is determined by a user's unique log-in and access permissions, and multiple users may track the status of files and access the files directly using a web-browser – no other software is required on a user's PC.



Besides status tracking, MediaTrack also provides a rigorous quality control function which can be configured to auto-QC subtitle files prior to transmission.

MediaTrack is completely configurable so it will suit any type of system from single-location through to large, multi-location systems, and Screen offers to tailor the system to suit the client's specific needs.

### **Polistream MSX – subtitle monitoring, reviewing and logging**

The Polistream MSX monitoring system is an extremely powerful tool providing end-to-end monitoring of subtitles and data streams from any location with access to a local or wide area network or ISDN phone line.

MSX is a technological breakthrough allowing Polistream and conventional subtitle transmission product users to probe deeper into their system than ever before. It is easy to use and will greatly speed up both the identification and correction of issues in the transmission pipeline.

MSX not only detects and signals imperfections in the stream, it will also analyse the subtitles. Broadcasters, channel managers and content providers within the organisation can view the subtitles as they are sent to ensure service quality.

MSX can be used to monitor subtitle transmission from end to end. It can monitor and display data in many formats. This allows the user to see subtitles as they would appear to the viewer. The system is ideal for confidence monitoring or fault location.

MSX can display many channels with multiple languages on one computer display and it saves considerably in space and cost over multiple monitors and decoders.

Custom views can also be created depending on individual system requirements via the powerful system editor.

The MSX Data Logger allows users to log a filtered transport stream to hard disk and subsequently play back that transport stream from a specified time to log a filtered transport stream.

The MSX Data Logger is ideally suited for regulatory and service level monitoring and to tracing reported issues. The system allows users to track a fault and play back the affected section to determine the cause.



## **Polistream Black – the next step in Screen's premier transmission system**

Polistream BLACK is the next evolutionary step in Screen's premier transmission system. Using the latest software and hardware, Polistream BLACK offers not only a more condensed subtitling solution, but lower power consumption and energy saving technologies, making Polistream BLACK the greenest system Screen has ever built.

As part of this evolution Screen is proud to introduce our new processing platform, the Universal 4000 (U4000). The U4000 uses a Windows XP Embedded operating system installed on a Solid State Drive, includes front USB access, improved software and support for multi-function PCI-e based cards capable of inputting and outputting VBI, VANC, ASI-based data and SD and HD video in multiple flexible combinations.

We at Screen Subtitling Systems have been evolving our product range to satisfy our customers' specific requirements ever since the company developed and created the very first electronic subtitling system in 1978, and we've been associated with every technical advance in the industry.

Understanding what our customers need keeps us at the forefront of subtitling technology.

Understanding what our customers want has made us their preferred supplier.

For more information, visit our website at [www.screen.subtitling.com](http://www.screen.subtitling.com)