



PRESS RELEASE

FOR IMMEDIATE RELEASE

Issue Date: February 2011

Screen presentation to Hollywood Post Delegation HPA 16th February.



On 16th February 2011 Jonathan Jenkyn, 3D Product Specialist at Screen Subtitling Systems Ltd, will be presenting his paper on Subtitling for Stereographic Media to the Hollywood Post Alliance delegation at their technical retreat in Palm Springs, CA.

During this presentation Jonathan will cover the theoretical and practical concerns arising from the insertion of any overlay graphic into 3D material, but will also offer some insight into innovative mechanisms that can be employed to safeguard against bad positioning. Jonathan will also describe each of the target distribution streams for material

in both the broadcast and offline-media domain, and how each of the associated standards are supporting caption insertion.

“3DTV in the home should not be a reductive service: You shouldn’t have to choose between watching 3D or subtitles, it should be an additive technology.” Says Jonathan, who warns of a ‘sabotage’ within the 3DTV market.

“If consumers are asked to choose between giving up something they have (captions), for something they want (3DTV), they will almost always stay with what they have, particularly with the uncertainty surrounding 3DTV currently.

“When 3D broadcasters and content production houses begin to be more sensitive in arena of inserting captions, which often are either mandated or required to view content, then the public will have more reason to adopt this emerging medium.”

Jonathan will be attending the entire HPA retreat from the 15th to the 18th February 2011, and will be on hand to provide demonstration and further information on the 3DITOR: 3D subtitling preparation suite developed by Screen.

-End-

Contact: Screen Subtitling Systems: sales@screen.subtitling.com
Alternatively, visit www.subtitling.com