



PRESS RELEASE

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Screen Subtitling Systems at NAB 2010 - Booth N6806!

Screen Subtitling Systems, the world's number one developer and supplier of subtitling technology, showcases its latest product developments at NAB in Las Vegas, 12-15 April 2010.

3D subtitling

The whole world is excited about 3D, and with that comes a need for 3D subtitling and captioning. With no industry standard set and several ways to get it wrong, Screen will show you how to get it right in any format.

- Z-positioned subtitles cued to onscreen focus
- "Depthsafe" positioning with depth-mapping
- Technology agnostic 3D display
- Works within existing workflow chains
- Backward compatible and extensible subtitle metadata

MediaMate Pro

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 services, 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. MediaMate Pro is designed for the media professional who needs to process high volumes of media files.

MediaMate Solo

Based on MediaMate Pro technology Solo provides a single user solution for processing lower file volumes. With a large range of standard configurations Solo is quick and simple to use. Included are DVB Bitmap and DVB Teletext subtitle insertion (one language) into transport stream files.

Plus:

- WMV Encoder with Open Subtitles for web and electronic preview media
- Subtitle Graphics with Open Subtitles for third party transcoders and digital cinema
- Teletext or Closed Caption Extraction for repurposing existing media assets
- Teletext and Closed Caption Insertion into a wide range of media types

Polistream Black

Polistream Black is the company's most efficient and powerful subtitling transmission system to date.

Delivered via the new universal processing platform (U4000), Polistream Black uses Windows XP Embedded installed on a Solid State Drive, multi-core processors and enhanced software. Supporting all subtitle formats, its multi-function PCI-e based cards are capable of inputting and outputting VBI, ASI, VANC and graphics in any combination.

Key Hardware Features and Benefits include:

- Fewer hardware units
- Lower power consumption
- Reduced heat output
- Solid State Storage
- Embedded operating system
- Reduced system boot times

Key Software Features and Benefits include:

- Improved visual interface
- Multiple item selection via tagging
- Software attack protection
- Multi-threading, multi-core support

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