IBC2012 Show Preview

Caption collaboration

↘ **XOR Media/Softel**

By **Melanie Dayasena-Lowe**

TEAMING UP to create a file-based content captioning system,

XOR Media (formerly SeaChange Broadcast) and Softel can now offer an automated, file-based, cost-effective subtitling

and closed captioning system for broadcast networks.

In modern workflows, MXF files are directly imported into the

Universal MediaLibrary storage or encoded by the MediaClient codec server. Softel's Swift Create offers subtitling and closed captioning QC, then the Swift vTX transcoding system accesses these MXF files in the UML storage NAS library via

the CIFS standard protocol. The MXF files follow the SMPTE 436M standard. Softel inserts subtitles and closed captions directly into the MXF packets with the entire workflow being file-based, which simplifies and accelerates the traditional process of subtitle and closed caption insertion.
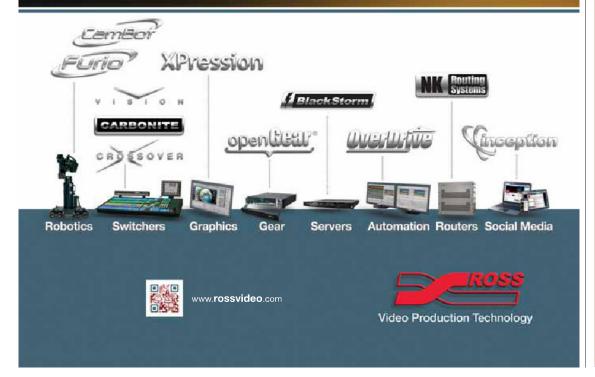
"XOR Media accelerates the file-based solutions at every step of the broadcaster's media workflow. Our partnership with Softel allows us to effectively provide a modern subtitling and closed captioning solution to broadcasters," said Stephane Jauroyou, VP worldwide sales, XOR Media.

"The close collaboration of XOR Media and Softel makes way for a subtitle and closed caption encoding and playout solution suitable for use by multi-platform broadcasters looking to simplify their workflow, to lower resource dependency, and to reduce operational and supervisory costs," added Gordon Hunter, chief sales officer, Softel.
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Video Production Technology

↘ **Canara Lighting & Sconce**

Canned lighter:
The Can LED 200W Fresnel

LED Fresnel Can deliver

By **David Fox**

THE NEW Can LED 200W Fresnel uses an LED light source with a CRI above 90 to deliver a flat uniform field and single shadow. The fixture is available with either 3200K or 5600K colour temperature and is claimed to provide photometry data equivalent to a 1000W halogen Fresnel.

The main objective was "to reduce power consumption and reduce air conditioning load significantly. Also to provide [a] comfortable environment to presenters and participants in TV studios," said Canara Lighting's MD, Ajeet Khare. He believes the investment cost of introducing LED lighting fixtures is more than offset by recurring power cost reduction.
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