



VITAC[®]

A MERRILL COMMUNICATIONS COMPANY

About VITAC

About VITAC

VITAC is the leader in the captioning industry, and knows the importance of “getting it done and getting it right,” a phrase chosen by our customers to describe VITAC’s outstanding professionalism, quality and reliability.

We provide a full range of services including live and prerecorded captioning in both English and Spanish, multi-language subtitling in over 45 languages, caption encoding, Internet captioning and video description. But our value doesn’t end with these services. It’s our experience, our proactive partnering approach, our cutting-edge technology, and our commitment to complete customer satisfaction that gives us the leadership position in this industry.

VITAC’s management team has a proven record of working with the top broadcasters, producers, studios, local television networks, government agencies and corporations. For over 20 years we have consistently provided uninterrupted service during national crises like September 11th and Hurricane Katrina. We understand the specific needs of each of the markets we serve, and our years of experience help us to anticipate potential pitfalls and offer targeted solutions.

Our goal of relationship building – going beyond the customer-vendor relationship–has earned us the confidence of some of the industry’s biggest names including CBS, NBC, Fox, Discovery and many others.

At VITAC, our team of professionals is dedicated to meeting and exceeding your expectations and to getting it done and getting it right.

Getting it Done. Getting it Right.



A MERRILL COMMUNICATIONS COMPANY

Live Captioning

Live Captioning

VITAC is the worldwide leader in live captioning, providing over 110,000 hours of live captioning per year. Our captioners' familiarity with the names, places and terminology mentioned in these types of programs helps us deliver excellent accuracy consistently. This coupled with our leading edge technology accounts for the primary reason major broadcasters and producers trust us to handle their captioning needs.

We offer captioning for news, sports, special events, home shopping, talk shows, soap operas, teleconferences and more, to a wide variety of customers:

- National broadcast network
- Cable Television Networks
- Local News broadcasters
- Internet Streaming companies
- Government agencies
- Corporations, and more

Why Choose VITAC?

Captioners are highly trained and experienced employees using standardized equipment and uniform captioning procedures and guidelines.

We provide both English and Spanish live captioning.

VITAC provides live captioning via modem or IP, from our headquarters or remote captioning facilities.

A production coordination team supports captioners and customers 24 hours a day, seven days a week. This centralized team assumes responsibility for quality control and allows our captioners to do what they do best: provide accurate captioning.

Our leading edge technology accounts for the primary reason major broadcasters and producers trust us to handle their captioning needs.

How does it work?

Live Captioning" is the process of simultaneously creating and transmitting captions for live video. During a live program, specially trained court reporters, called realtime captioners, provide captions that match the audio portion, word for word. Our realtime captioners have extensive training on captioning techniques; they have to perform at an accuracy rate of at least 98 percent.

Getting it Done. Getting it Right.



A MERRILL COMMUNICATIONS COMPANY

Internet Captioning

Internet Captioning

VITAC's Internet captioning solutions make Internet Programming accessible to a larger audience including deaf and hard of hearing viewers, audience members who work in low-volume environments (i.e. libraries and offices) and those who speak other languages. We provide both live and on-demand captioning on internet programming.

Our Internet customers Include:

- Government Agencies
- Corporations
- Broadcast and Cable Networks streaming video online
- Video indexing and Asset Management companies

Why choose VITAC:

Broadcast quality captioning
Outstanding customer service
Affordable pricing
Latest technology
Live or On Demand service
Tailored to your needs and schedules
Transcript viewable during and after event

Formats

VITAC provides customized solutions to Internet customers with video in any video or audio streaming format. We also offer caption services specifically formatted for Windows Media Player, Real Player and Quicktime video on the internet.

Getting it Done. Getting it Right.



A MERRILL COMMUNICATIONS COMPANY

Multi-Language Subtitling

Multi-Language Subtitling

Subtitling involves much more than simply translating words from one language to another. True subtitling denotes the adaptation of one set of cultural references and idiomatic phrases into those of another culture. Our recognition of this fact is reflected in every area of our business.

VITAC's Multi-language Subtitling team has successfully delivered over thousands of films and tens-of-thousands of language files to major film studios since 1996. We retain 300+ language experts, both translators and editors, skilled in the art of subtitling in over 45 languages.

Our translators are native language speakers:

- Fluent in the English language
- Schooled in the nuances of idiomatic American movie fare
- Tested rigorously in many critical knowledge areas

Why Choose VITAC?

- Complete accuracy
- Fastest turnaround time
- Variety of options
- Asset security
- Excellent customer service
- Global operations

English - US
English - UK
Canadian French
Parisian French
Italian
German
Spanish Latin American
Spanish Castilian
Dutch
Brazilian Portuguese
Continental Portuguese
Danish
Finnish
Icelandic
Norwegian
Swedish
Estonian
Latvian
Lithuanian
Bosnian
Croatian
Serbian
Slovenian

Slovak
Czech
Hungarian
Romanian
Persian
Polish
Ukrainian
Bulgarian
Russian
Hindi
Turkish
Arabic
Hebrew
Greek
Bahasa - Indonesian
Bahasa - Malay
Chinese Simplified
Chinese Traditional
Japanese
Korean
Thai
Urdu

Getting it Done. Getting it Right.



A MERRILL COMMUNICATIONS COMPANY

Video Description

Video Description

Video Description (also known as audio description) makes a video program accessible to blind and visually impaired people by adding a narration soundtrack to describe what is happening visually in the program. There are approximately 13 million people in the United States who are blind or visually impaired. VITAC provides one-stop accessibility for both captioning and video description services.

Video description is a program audio mixed with a narrator's voiceover describing visual elements. Subjects described include action, costumes, lighting, facial expressions and scene changes. Video description uses the Secondary Audio Program (SAP) channel to transmit the full soundtrack of a program.

VITAC's Video Description service has a wide variety of experience, including:

- educational programming
- network television shows
- government video products
- instructional programming, and more

Why Choose VITAC?

- VITAC uses the same narrator for every program in a series, allowing the viewer to easily distinguish between actors and the narrator.
- VITAC is able to meet tight programming deadlines and provide customers with narrated audio tracks with short turnaround times.

How does it work?

The video description process starts with a highly trained script writer. The writer describes action on the screen in an unobtrusive way, so that it can be read between the audio of a program. Once the script is written, a professional narrator reads the script. VITAC uses the same narrator for every program in a series, allowing the viewer to easily distinguish between actors and the narrator. The final narration is professionally mixed with program audio and laid back on the SAP Channel of the program.

Visually impaired viewers access Video Description through the Second Audio Program (SAP) feature on most TVs or VCRs manufactured after 1992.

Getting it Done. Getting it Right.



A MERRILL COMMUNICATIONS COMPANY

Spanish Captioning

Spanish Captioning

VITAC offers a variety of options for broadcasters and producers who want to make programming accessible to the more than 35 million Hispanic viewers nationwide.

Our Spanish captioning is available for:

- Broadcast and cable networks
- Spanish networks
- Video programming
- Teleconferences, and Webcasts

Why Choose VITAC?

- We have been a trusted provider of Spanish captions for national network Spanish programming for over five years.
- VITAC is the only company to caption Spanish live in upper and lower case, making captions easier to read and comprehend.
- VITAC is an approved Spanish captioning vendor for Telemundo, the Captioned Media Program, NBC, NASA, and more.

Live Spanish

VITAC employs captioners who have developed the industry's largest Spanish "dictionaries." These captioners type at average accuracy rates of 98.5% minimum with some of our top captioners at an average 99% accuracy rate. VITAC's Spanish realtime captioners are able to provide Spanish captioning for Spanish or English audio programming.

Prerecorded Spanish

VITAC's prerecorded captioning department includes a dedicated team of bilingual Spanish captioners. These employees provide translation, transcription and accurate upper and lowercase Spanish captions in several dialects for a wide variety of cable and broadcast programming.

Simultaneous English and Spanish

To reach the largest audience possible, many VITAC customers choose to offer simultaneous English and Spanish programming. VITAC provides this service for both live and prerecorded programming.

Live program may be captioned in two languages by using two separate captioners and, if necessary, a realtime translator. We also offer, in partnership with TranslateTV, a realtime computer-translated service, which translates VITAC's English captions into Spanish and transmits this signal to the customer.

Prerecorded programming may be captioned in English and Spanish, with each file encoded to a separate field of line 21, where captions are stored. The viewer then has the option to choose his preferred caption language.

Getting it Done. Getting it Right.



A MERRILL COMMUNICATIONS COMPANY

Prerecorded Captioning

Prerecorded Captioning

VITAC has provided prerecorded captioning (also called offline captioning) solutions for over 20 years, for a variety of programming including:

- Network, cable and syndicated television series
- Corporate training
- Educational
- children's programs
- DVDs
- Music videos
- commercials
-and more

We have the expertise and capabilities to offer you the best prerecorded captioning service in the industry.

Why Choose VITAC?

- We are well-respected for our quality captioning at a competitive price.
- We provide the fastest turnaround times in the industry without sacrificing quality. This is possible through our expert processes, our large staff size and our 24/7 service.
- Our prerecorded department managers have an average of 10 years of experience in the industry.
- VITAC offers a turnkey solution for both caption creation and encoding.
- We have developed proprietary caption stylebooks for various genres based on years of experience and feedback from caption viewers.
- Our commitment to customer satisfaction is the hallmark of our success in partnering relationships.

Caption Styles

Pop-on style captions pop on the screen, one phrase at a time. They are synched with program audio, and can be placed anywhere on screen, usually near the person who is speaking. Pop-on captions are also timed to match shot changes so as not to interfere with the action. This style is preferred by most networks and viewers because it is easier to read.

Roll-up style is often used in news captioning, soap operas and how-to programs. Captions are again time coded, and scroll up a line at a time from the bottom or top of the screen, usually filling three full rows. As each new row rolls up, the top row disappears.

Video Formats Accepted by VITAC

VITAC accepts any tape format for captioning. Customers that encode themselves may ship a VHS work tape, or email, FTP or Telestream an MPEG or .WMV file.

Getting it Done. Getting it Right.



A MERRILL COMMUNICATIONS COMPANY

Caption Encoding

Caption Encoding

VITAC offers encoding as part of a complete, turnkey prerecorded, or offline, captioning service.

At the final stage of prerecorded captioning, the encoding phase, captioning data is inserted on the master tape. Quality control in this stage is critical. VITAC's processes, people and technology ensure that both the audio and the video of your assets maintain their original integrity after the addition of captions. We can also address any quality issues that may have arisen in earlier, pre-captioned, versions of your programming.

Why Choose VITAC?

- State-of-the-art captioning hardware, software and video equipment
- Highly experienced personnel
- Rigorous quality control
- Fast turnaround times
- Asset security
- Optional approval tape prior to final encode

Formats

We are able to provide encoding for a wide variety of tape formats and video standards, including:

- Digital Beta
- Beta SP
- DVC Pro
- DV Cam
- Mini-DV
- HDCam
- HDD5
- VHS and SVHS
- MPG
- WMV
- VHS, and many others

Getting it Done. Getting it Right.



A MERRILL COMMUNICATIONS COMPANY

Partial Client List

Partial Client List

A&E
AMC
Animal Planet
BET
BBC America
Bowling Green University
Broadway Video
CBS
Centers for Disease Control
CNN
Columbia Tri-Star
Comedy Central
Crawford Communications
C-Span
CourtTV
Discovery Channel
Food and Drug Administration
FOX
Fox Sports Network
FX
George Washington University
Hearst Broadcasting
History Channel
Home Shopping Network
Lifetime
Lucent Technologies
MGM
MTV
NASA
NBC
Paramount
Sci-Fi Channel
Showtime
Smithsonian Institution
Sony Pictures Entertainment
Spike TV
Sundance Channel
TBS
Telemundo
The Learning Channel
Universal Studios
USA Network
Verizon
VH-1
Video Transfer, Boston
Warner Bros.

Getting it Done. Getting it Right.



V-Chip

V-Chip

VITAC provides V-Chip encoding services for live programming. Many broadcasters select VITAC for this service because it can easily be added to the caption data while a show is being captioned live.

VITAC helped create the standards for transmitting Extended Data Services (XDS). Part of the XDS data packet includes program content advisories (the so-called V-Chip) and VITAC can easily add these codes, as per the EIA-608 standard, to any program.

What is the V-Chip?

The FCC requires all TV sets 13 inches or larger to have features to block the display of television programming based upon its rating – called the V-Chip. The V-Chip reads information encoded in the rated program and blocks programs from the set based upon the rating selected by the parent. For more general information about the V-Chip visit <http://www.fcc.gov/vchip>.

Getting it Done. Getting it Right.