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## Highlights:

- Deliver an easy-to-use, accurate, and cost-effective solution for transcribing and captioning pre-recorded digital content
  - Help lower captioning costs to enable easy access by organizational stakeholders who are deaf or who have hearing loss, non-native language speakers, and others affected by situational or environmental factors
  - Leverage an intuitive interface and advanced, speaker-independent voice recognition technology that reduces the need for voice training to create transcripts and captions
  - Enable more effective content management by allowing web and local keyword searches of audio and video content
  - Facilitate compliance with accessibility-related regulations, such as the 21st Century Communications and Video Accessibility Act of 2010
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# IBM AbilityLab Media Captioner and Editor

*See what you're saying*

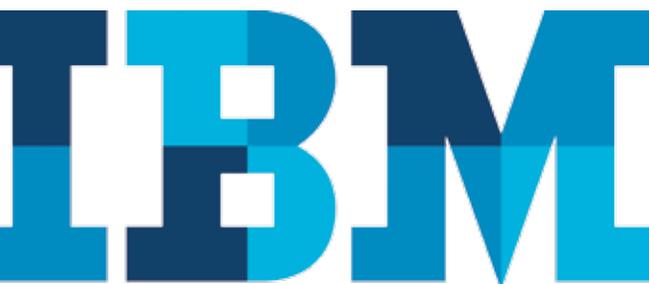
The use of digital multimedia content on the web and within organizations has increased in recent years. However, sensory, situational, and environmental challenges can make it difficult for many enterprise stakeholders to fully benefit from audio-based rich content, such as videos and podcasts. For example, mobile users attempting to access rich multimedia in loud or distracting public settings may be unable to adequately hear or understand the content. People who are deaf or who have hearing loss (including older users) are also excluded from productive use of these increasingly important forms of communication.

Captions and transcriptions can reduce or eliminate barriers to rich media access for a wide range of users, including:

- Non-native language speakers, who can use the text to help reinforce the spoken words and improve their understanding
- Professionals engaging in workplace learning and traditional students, who can supplement their notes with written transcripts, allowing them to focus more fully on content as it is being presented
- People with vision loss, who can leverage screen reader technology as well as transcripts to quickly locate specific messages conveyed in the media
- Workers in a global organization, who can use captions and transcripts to clarify communications with colleagues in other countries

## A cost-effective approach to captioning

Sometimes, traditional processes for generating rich media captions and transcripts can be lengthy and expensive. Typical solutions can be labor or time intensive, and accuracy remains a major challenge. The result is reduced employee productivity, noncompliance with regulations and anti-discrimination laws, and, in some instances, a negative impact on the time-to-market for new business products or services.



IBM® AbilityLab™ Media Captioner and Editor can help reduce the cost and the time it takes to create accessible multimedia. The automated solution enables users to edit both transcriptions and captions to help improve the overall accuracy of the content.

As a result, organizations can take advantage of transcribed and captioned multimedia that is not only usable for more people in a variety of circumstances and environments, but is also easier for search engines to index and rank, optimizing the online visibility of digital content.

In addition, AbilityLab Media Captioner and Editor can help enterprises comply with accessibility laws that require captioning and transcription of digital media content.

## Easy as 1-2-3

Using AbilityLab Media Captioner and Editor is simple:

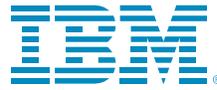
1. Open the web-based interface (no installation is required on your computer), upload the rich media file, and submit your file for automated captioning. AbilityLab Media Captioner and Editor generates a draft transcript of the spoken words in your submitted file, converting them into text using advanced, automatic speech recognition technology.
2. Once the initial transcripts and captions are created, you will receive a notification to review the written content for accuracy. The full-screen editor makes it easy to review spelling and grammar, and to ensure that messages are polished and synchronized with the video or audio content.
3. After you finish editing the draft, resubmit the file, which is then merged with the original file to create fully captioned and transcribed multimedia.

**Note:** You can also use AbilityLab Media Captioner and Editor to add timing marks to transcripts and translate the captions into other languages.

## For more information

For more information on IBM AbilityLab Media Captioner and Editor and other AbilityLab projects, please visit: [ibm.com/able](http://ibm.com/able).

To learn more about IBM consulting services or how to include IBM accessibility technology or services within your own products or services, please email us at: [apoffice@us.ibm.com](mailto:apoffice@us.ibm.com).



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