



SMPTE NEW ENGLAND SECTION MEMBERS AND FRIENDS
SMPTE SEASON OPENER MEETING

DATE: WEDNESDAY, SEPTEMBER 22, 2021

TIME: 6:45 PM CHECK-IN TIME 7:00PM to 9:00 PM ZOOM MEETING

TOPIC: THE CASE TO CAPTION EVERYTHING

State of the Art in Automated Speech to Text for Closed Captioning



PRESENTER: Bill Bennett

ABSTRACT OF PRESENTATION:

This presentation will explain and discuss:

- Automated Speech Recognition (**ASR**), and how it applies to captioning of video & audio content.
- Benefits and drawbacks of today's various other captioning methods.
- U.S. regulatory captioning environment, its predicted future, and penalties.
- How the **REGULATORY ENVIRONMENT** will impact Content creators, Content publishers such as Websites, Broadcasters as well as Venue designers, owners and Systems Integrators.

Mr. Bennett's discussion will also provide an overview of the actual benefits from **ASR**, such as:

- Creation of sidecar simple-text file transcripts and text-based search/navigation of media assets.
- Improved customer experiences by quickly and easily finding the content they are seeking.
- Transcripts of meetings & events, or important audio communications.
- Translation for a Global Marketplace, both Live and On-Demand.
- Search Engine Optimization, for improved Internet search results for finding your captioned media

This will be a presentation to illustrate the importance of captioning **ALL OF YOUR MEDIA**, from regulatory compliance needs to an improved consumer experience and greater monetization of audio and video assets.

PRESENTER BIOGRAPHY:

Bill Bennett joined ENCO Systems in early 2019 after a sales engineering position with the German firm Lawo. Previously to that, Bill was a long-time broadcast engineer, consultant and project manager, overseeing ITV and OTT deployments, and venue technical build-out and operations for five Olympic Games and countless US broadcasts spanning the NBA, NHL, NFL and more. Bill also served as an executive producer and New Media Business Development executive at QVC. Bill owned a Laser display production company, where he got to play with really big lasers. www.enco.com bill@enco.com (248) 827-4440 ext. 205

Please click on the Zoom link to attend the meeting.

Time: September 22, 2021 06:45 PM Eastern Time (US and Canada)

Join Zoom Meeting

<https://us02web.zoom.us/j/4596647480?pwd=NUpmZkhwa1MvVFNMMStlNzZmcmRaUT09>

Meeting ID: 459 664 7480

Passcode: SMPTE

SMPTE meetings are open to all, members and non-members alike.

Be sure to invite your professional colleagues.

Martin P. Feldman, Chair, SMPTE New England Section

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