

TranslateTV™ Announces Fully Automated Spanish SAP Product



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Study Shows TV Audience Would Grow with More SAP

2009 Hispanic Consumer Survey on SAP Results:

80% of respondents had used SAP within the past month – 59% within the week

64% would watch more English language TV if more shows had SAP

88% would watch more SAP programs

82% are watching a program more often if it has SAP

69% say they better understand when it is via SAP

48% watch shows they normally would not watch because those shows offer SAP

<http://translatetv.com>

Low-Cost Service Provides Real Time, Automated Spanish Voices for All Broadcasts

NAB 2010 Las Vegas: TranslateTV™, since 2004 the leader in real-time Spanish translation for live broadcasts has created a new, high quality Spanish language service for use with both live and pre-recorded programming - AutoVOZ™.

TranslateTV™ Captions have been seen on The Tonight Show since 2003.



AutoVOZ™ will turn any English captions into high quality Spanish Captions and Spanish Voice. It will also solve the problem of delayed captions by “synching” ALL of the English captions, Spanish captions, English Voice and Spanish voice with the video.

Whatever programming you are creating or airing, AutoVOZ™ can provide in-synch natural sounding Spanish voice with the Spanish Captions to reach your Hispanic viewers in the language they prefer to use.

TranslateTV™ has spent years developing a reliable Spanish text service used on both national network and local news programming. TranslateTV™ has merged its patented, high-quality translation technology with world class text-to-speech technology to bring AutoVOZ™ to the US TV market.

AutoVOZ™ takes the incoming English captions and instantly translates them into Spanish text, the Spanish text is then turned into Spanish captions and Spanish voice. The separate services are then synched with the English audio and video.

Available This Spring

For Additional Information on Delivery and Pricing contact Greg Schmidt, Mike Garr or Al Parada at TranslateTV (301) 588-5095.