



MORE THAN 30 YEARS OF **EXPERIENCE**

SWISS TXT creates audio descriptions for the Swiss Broadcasting Corporation (SRG) and is part of an established international network. For over 30 years, SWISS TXT has been subtitling programmes for the SRG's television channels and the company possesses a deep understanding of the **necessary sensitivity** involved in making programming for those with a sensory disability. Request a non-binding quote today.

And finally ...

audio description is not only an important part of making audiovisual films or programmes accessible: it can also be used to great effect for theatre performances and **a wide range of events** as well as in exhibitions and museums. If you would like to find out more, please get in touch. We would be happy to advise you.

SWISS **TXT**

SWISS TXT AG
Alexander-Schöni-Strasse 40
CH-2501 Biel-Bienne
T +41 32 329 29 29
ad@swisstxt.ch



AUDIO DESCRIPTION – *WATCHING WITH YOUR EARS*



WHAT IS AUDIO DESCRIPTION?



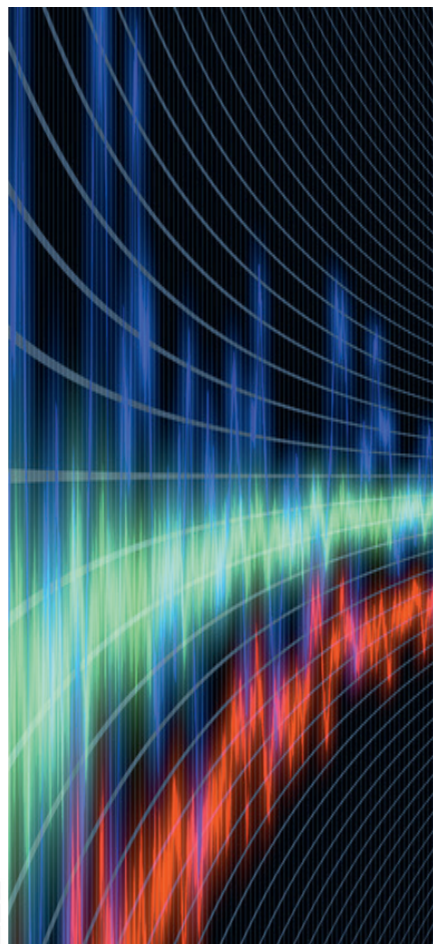
Audio description is an **audiovisual add-on service** specifically **for the visually impaired** which **describes what is taking place on screen during pauses in the programme's dialogue**. In most cases, visually impaired viewers are able to activate the audio description independently. This can be done either by switching to an additional sound channel or by using a separate mobile device.

An audio description is produced in **three phases**. First, a **script** containing the descriptive text is created. This script must then be **recorded** (phoneticization). The final step involves the **integration** of the narrated description into the programme or film. **The success of an audio description depends on the script**. It should be minimal, mentioning only essential details and without pre-empting any action. The audio description should not influence the viewer's

opinion or pass any judgement. **The visually impaired viewer should be able to follow the plot line as well as a sighted viewer**. All of these stipulations make producing an audio description a complex task. The author of an audio description needs to delve deep into the content of a piece, understand it inside and out, and know how to integrate the audio description into the film.

The **phoneticization** phase: once the script has been created, the **text** needs to be **read** out. The text can be reproduced by a **professional narrator** either in a recording studio, which is more expensive, or directly at the workplace, which is a new and more cost-effective solution.

The final step is for the audio description to be run against the film or mixed before being **mastered** to ensure suitability for broadcast.



MODULAR SERVICE: CREATION – PHONETICIZATION – INTEGRATION



SWISS TXT offers a **modular audio description** concept: you decide which services you require and only pay for what you need.

■ Creation of a script together with timestamps so that the text fits appropriately in between pauses in dialogue. Should you require an audio description in **several languages**, a **discounted rate** will apply if more than two language versions are requested. We also offer you the option of having your description **checked by a visually impaired viewer**. You retain full copyright for further use of the audio description on other media channels.

■ Phoneticization carried out by professional narrators (Swiss German also available). Here we can offer you two different packages at various prices. Thanks to a new technology, the audiodescription can be integra-



ted into the film directly at the workplace. This **cost-effective solution** is already being successfully used in England. You can also choose the classical, more expensive, audiodescription solution in a recording studio.

■ We can also help when it comes to integrating the audio description into your programme or film. This stage

takes place in a **mastering suite** where we ensure the sound levels are mixed appropriately before laying your audio description to the desired soundtrack. In addition, we can also offer access to your audio description via an app so that visually impaired viewers can also enjoy your film on a mobile device.