



Module 6

Unit 1: Technology consumption

Core video transcript

Module 6

Unit 1: Technology consumption

Transcript

Slide 1

Hello. I'm Pilar Orero, from Universitat Autònoma de Barcelona, and in this ADLAB PRO video I will talk about technology consumption. This is Unit 1 (Technology consumption) in Module 6.

Slide 2

Technology for delivering and for consuming audio description is going through a radical change. There are many models, and they depend on the production and the technology development.

Slide 3

So there are many different ways to enjoy an AD depending on the workflow. In terms of production, the script can be written manually, automatically or collaboratively. The voicing can be human or text-to-speech. And it can be produced live, semi-live or recorded.

Slide 4

In terms of distribution, it can be text-based or sound-based, and the AD may be distributed as sound objects or mixed.

Slide 5

All these AD workflows impact on the reception, where the technology available and the event type are crucial.

Slide 6

One of these new services, for example, is Clean Audio, when a system cleans some of the background noises to highlight the speech. Another possibility is when an AD is drafted using Easy to Read directives, and the result is an easy to understand text.

Slide 7

Another possibility is to alter the reproduction speed of the video, offering you a slow pace of consumption or a fast pace of consumption. There is also the possibility of choosing the type of voices delivered by text-to-speech. All these technologies can provide alternatives to the main AD. And the biggest improvement will be that you are able to personalise the sound mix, or the added technology you may wish to use.

Slide 8

Through this personalization and the new technologies, users may go beyond consuming AD, and become audio describers themselves. There are some platforms which allow you to add AD to some videos, and this new scenario will account for more emotional or engaging AD and also allow for social connectivity.

Slide 9

The recent convergence of internet with broadcast has meant a break of functional barriers allowing for any content to be delivered seamlessly through any device, that is through tablet, smartphone, smart glasses, PC or TV.

Slide 10

This concept is transmitted by the acronym ATAWAD: Anytime, Anywhere and on Any Device. There is another concept which is also in use nowadays: BYOD, Bring your Own Device.

Slide 11

A good example of a new scenario is AIRA. AIRA is produced through a hybrid model of automatic and human production, and the AD can be delivered over the Internet to smart glasses that a person is wearing.

Slide 12

This allows for many new applications in the house, mostly when the end user is consulting the Internet and the Internet is not accessible. Or it can also help you in daily chores like putting the washing machine on, or reading a message in the fridge.

Slide 13

The same applications can be of great use at school and at work, in sports and cultural events, and helping with any situation where vision is required such as e-ticketing or official paperwork.

Creation of these training materials was supported by ADLAB PRO (Audio Description: A Laboratory for the Development of a New Professional Profile), financed by the European Union under the Erasmus+ Programme, Key Action 2 – Strategic Partnerships, Project number: 2016-1-IT02-KA203-024311.

The information and views set out in these training materials are those of the authors and do not necessarily reflect the official opinion of the European Union.

Neither the European Union institutions and bodies nor any person acting on their behalf may be held responsible for the use which may be made of the information contained therein.

