soundfocus

AD POSTSCRIPTUM

The ‘audio’ in audio description

ADLAB PRO

soundfocus

Media Accessibility

Subtitling / SDH

Sign language (with native speakers)

Dubbing

Software development

Audio description

soundfocus

Pre-recorded audio description

Feature films

Documentaries

TV series

Online videos

Theatre / Musicals

Musea / Installations

Video Games / 360 / VR

PRO ADLAB

soundfocus

One stop shop

Industry ⟷ soundfocus ⟷ End User

ADLAB PRO

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RECORDING
AD and AST

ADLAB PRO

soundfocus

AD VOICE

Speech synthesis

Audio describer

Voice actor

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SPEECH SYNTHESIS

NETFLIX

NETFLIX ORIGINAL
FASTEST CAR

ADLAB PRO

rt(4)
rt(4)
SONY
PRO
ADLAB

soundfocus

AD RECORDING

Natural voice

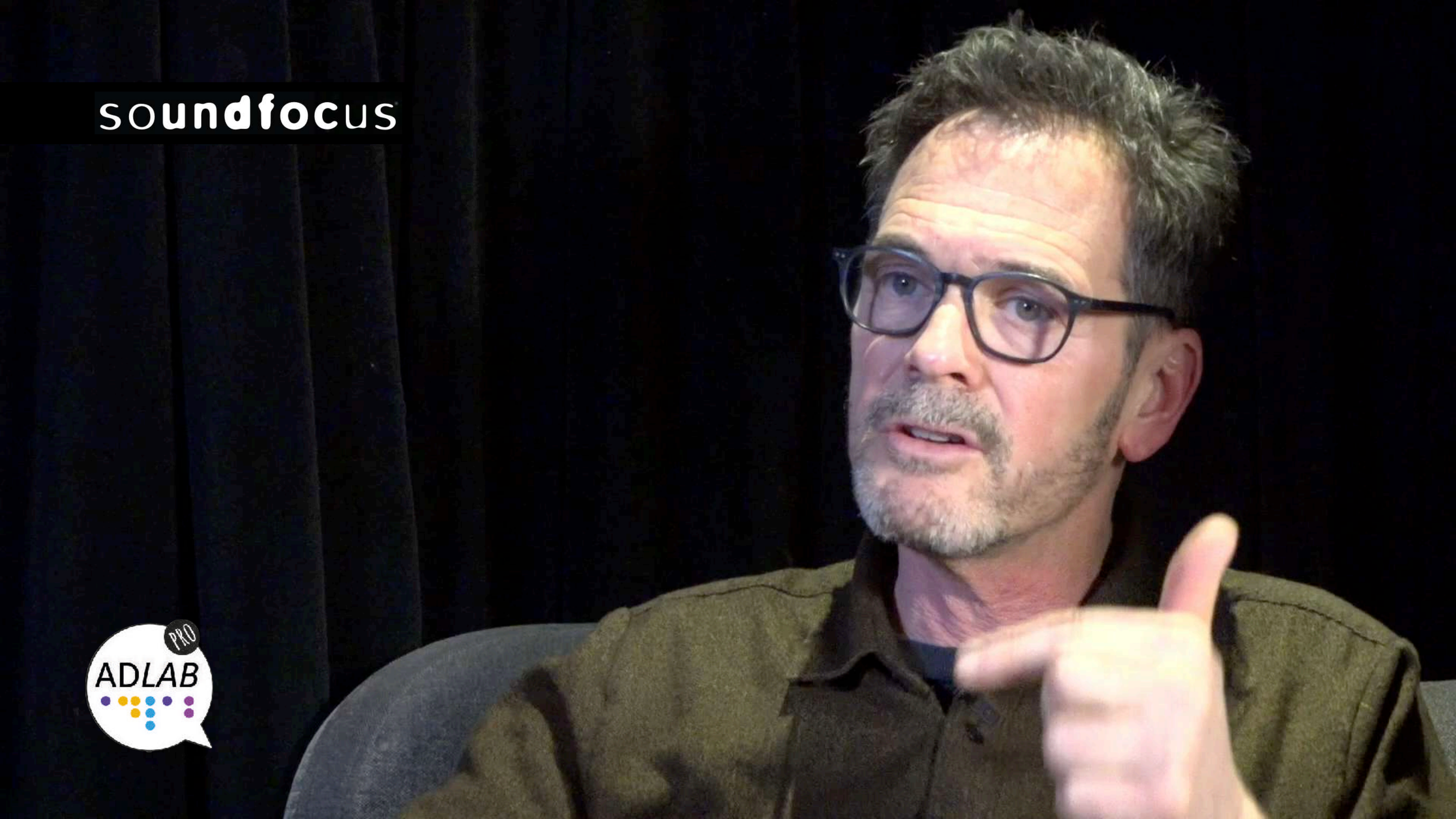
(broadcasters, mayor film studios)

soundfocus

AD RECORDING

Tone of voice: in between ‘reading' and ‘acting’

ADLAB PRO


soundfocus
PRO
ADLAB

soundfocus

AD RECORDING

Voice casting for each film

soundfocus

ADLAB PRO

soundfocus

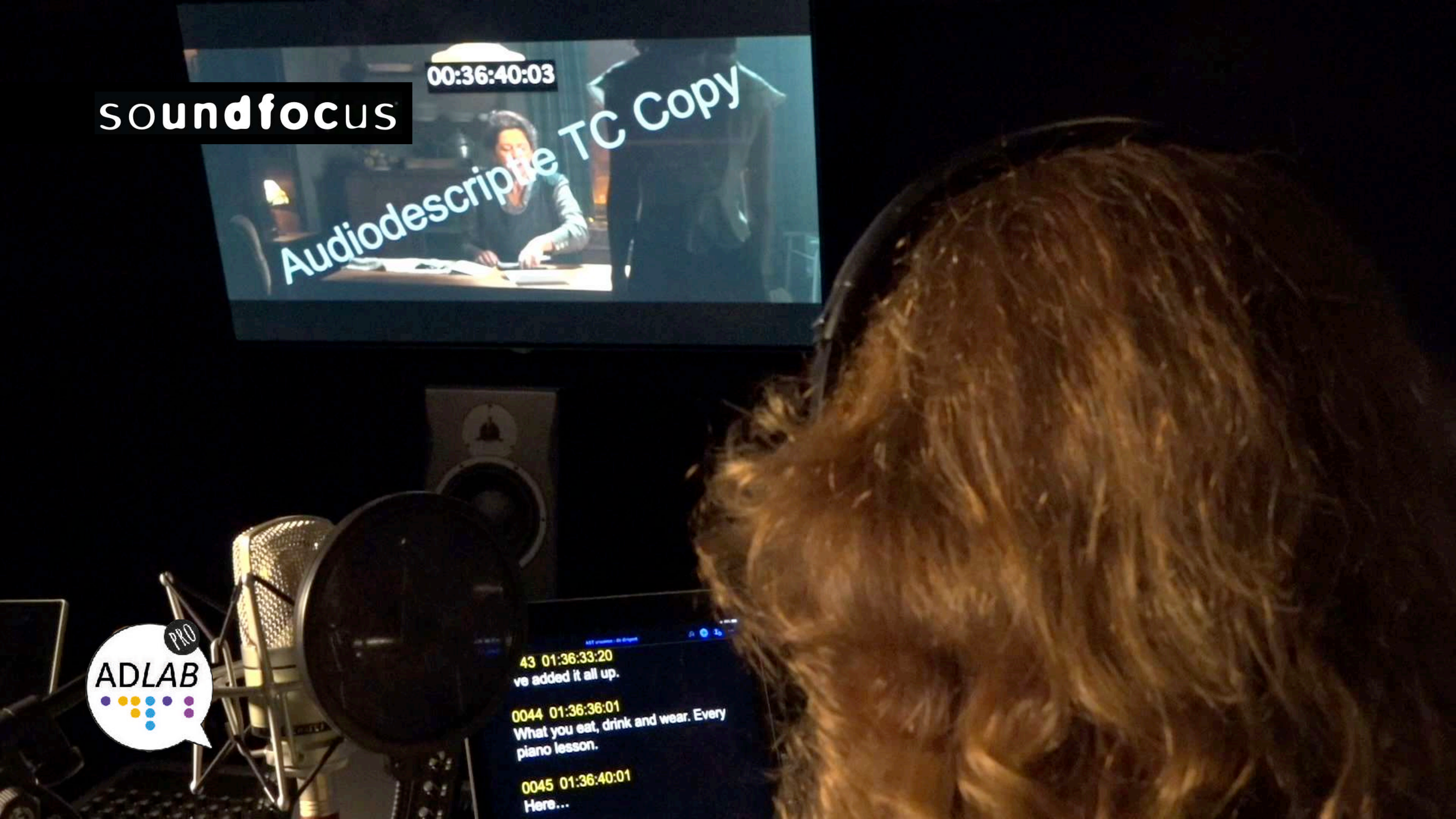
PRO ADLAB

soundfocus

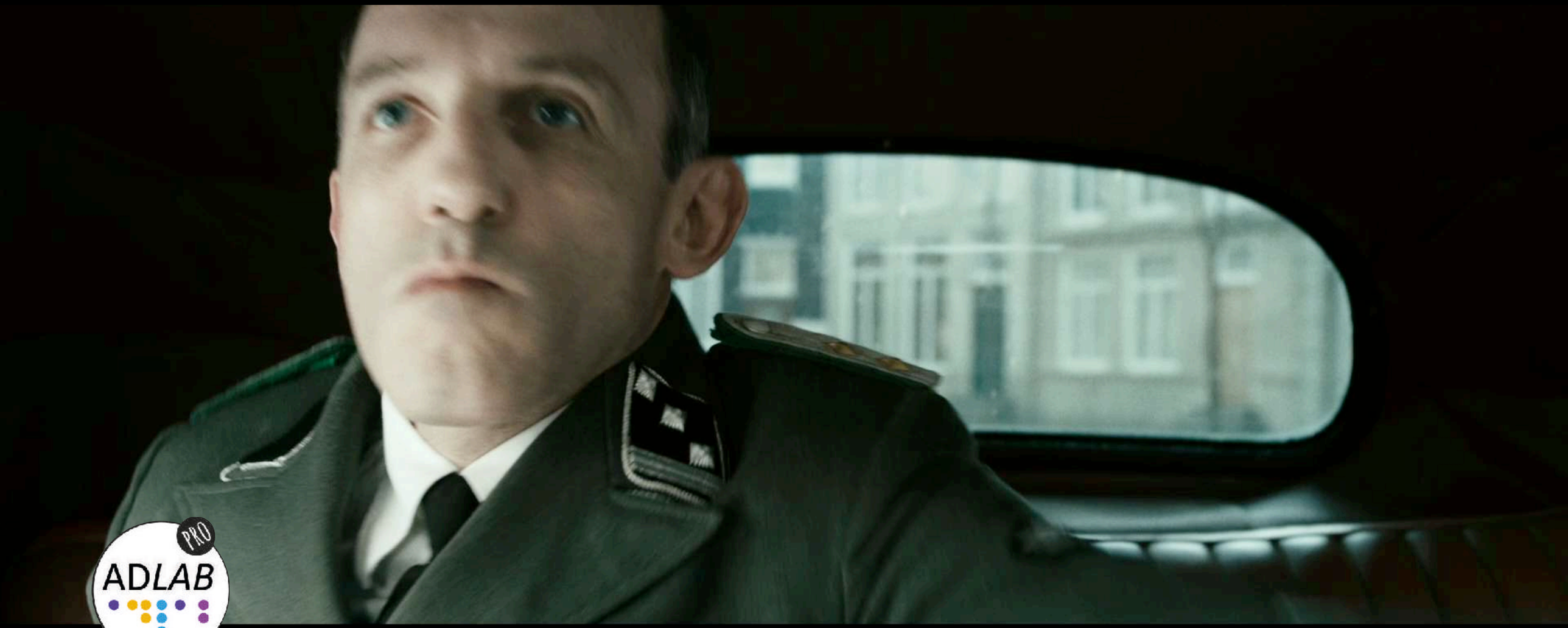
AST RECORDING

Voicing

ADLAB PRO


soundfocus
00:36:40:03
Audiodescriptive TC Copy
43 01:36:33:20
ve added it all up.
0044 01:36:36:01
What you eat, drink and wear. Every
piano lesson.
0045 01:36:40:01
Here...
PRO
ADLAB

soundfocus



PRO ADLAB

for steering the meetings of the ministers
of all EU member states.

soundfocus

SOUND EDITING

ADLAB PRO

soundfocus

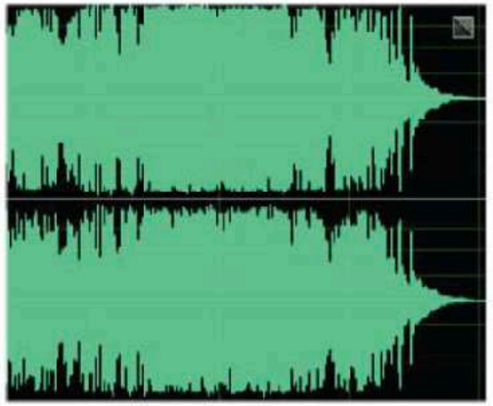
ADLAB PRO

soundfocus

EQUALIZING, COMPRESSION, LIMITING

An uncompressed source file

The same file heavily compressed



The same file normalized

ADLAB PRO

soundfocus

EQUALIZING, COMPRESSION, LIMITING

ADLAB PRO

Raw material

soundfocus

EQUALIZING, COMPRESSION, LIMITING

- Remove non-usable parts
- Sliced in parts
- Pressed together
- More intense experience

ADLAB PRO

Raw material

Compressed material

soundfocus

ADLAB PRO

soundfocus

SOUND MIXING

ADLAB PRO

soundfocus
00:00:03:10
PRO
ADLAB

soundfocus
PRO
ADLAB

soundfocus

SOUND MIXING

Open AD

Closed AD

Automated / Adaptive AD

ADLAB PRO

soundfocus

SOUND MIXING

Audio description as an extra sound layer

ADLAB PRO

EXCELLENT SOUND MAKES
GOOD FILMS GREAT
and
GREAT FILMS WORKS OF
ART
ADLAB
PRO

soundfocus

SOUND MIXING

AD is placed in center channel

Same level as dialogue

Follow the dynamics of the soundtrack (open and closed AD)

ADLAB PRO

soundfocus

AD DELIVERY

soundfocus

AD DELIVERY (pre-recorded)

OPEN AD
- Home Entertainment (bd, dvd)
- Broadcasters
- VOD: Netflix, iTunes, Amazon
- YouTube
- Social Media

CLOSED AD
- Cinema
- Broadcasters
- Websites
- Theatre
- Installations

- Multi purpose -> apps
- Adaptive mix -> object based AD

ADLAB PRO

soundfocus

AD DELIVERY (pre-recorded)

ADLAB PRO

soundfocus

AD DELIVERY (pre-recorded)

ADLAB PRO

YouTube

npo

rtl

talpa network

EARCATCH

GOOD PRACTICE FROM THE NETHERLANDS

ADLAB PRO

EARCATCH

ADLAB PRO

EARCATCH

WHY USERS LOVE IT

- ★ Works in every cinema or living room
- ★ Fast and accurate synchronization
- ★ Fully accessible for blind or partially sighted users
- ★ Works for all types of screening (automatically!)
- ★ App and content are free to use
- ★ Earcatch helpdesk and accessible film agenda

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CREATING AWARENESS

Director and/or producer is involved with AD production process

Showing the client end results!

PRO ADLAB

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CREATING AWARENESS

The general public

ADLAB PRO

PRO
ADLAB