

## About Us

Aberdeen is a family-based business that was founded in 2001 by two sisters and a brother. Amy brought her live-captioning experience, Becky, a history in the broadcast industry, and Matt, his engineering degree and entrepreneurial spirit, forming a combination of passion, talent, and quality. Our mission is to build a business where employees love to come to work, to create client relationships that grow stronger and stronger year after year, and to provide a product that has a positive impact on society. Whether it is with clients or employees, Aberdeen stands behind its values, and it shows—clients who work with Aberdeen, stay with Aberdeen.

Find out about our services and what “The Aberdeen Advantage” is all about:

- Live Captioning.....Learn about our “turbo-typers”
- Post-Production Captioning.....You’ve got pre-recorded stuff, we’ve got your solution
- Post-Production Captioning (Tape Process).....We do it all
- Post-Production Captioning (Tapeless).....You’ve got control
- Web Video Captioning & Subtitling.....Captioning by the click of a mouse
- Multi-language Subtitling.....Speak the language of your audience
- Spanish Closed Captioning.....Gain viewership ... and it’s the law!

# Live Captioning

## The Aberdeen Advantage

We know that our captioning can only be as good as those who create them, so we have spent years growing a team of highly trained, experienced captioners with the largest known dictionaries in the industry, always choosing the best captioner for your particular program genre. We refuse to hire students or amateurs who are not ready to “go live.” Although we guarantee our captioners to write 200 words a minute with 98% accuracy or higher, our captioners can type from around 250 to 300+ words per minute. You’ll find our “turbo-typers” to always be on-time, reliable, and never missing a millisecond of your programming.

In addition to our skilled writers, check out our unique services our clients enjoy:

- Live captioning managers are available 24 hours a day, 7 days a week—even at 2:00 a.m.!
- Convenient, easy-to-access online scheduling system
- Multiple caption formats (transcripts, CC files, etc...) for post-production use and archiving are available. This service is unheard of in the live-captioning industry.
- We are up-to-date on the latest cutting-edge technology, allowing us to offer each of our clients individualized solutions. Tell us about your elaborate set-up and we’ll make captions happen the most efficient way possible.

## How It Works

Do you ever find yourself wondering exactly how those words get up on the screen so quickly during the nightly news or your favorite sports game? If so, you probably fall into one of two categories:

- 1) You think the TV is magical and produces captions automatically, or
- 2) You envision someone slamming away on standard keyboard. It’s a bit more complex than those initial misconceptions.

Here’s the scoop:

- A highly trained and experienced real-time captioner remotely watches and listens to your program as it airs, and he/she types every spoken word by using a special stenographic keyboard.
- Their computer translates the steno into English text, formatted as captions.
- The caption data is sent to an encoder at the station or other location through a modem and phone line.
- Finally, the captions are encoded into the broadcast signal continuously as the program airs.

## What Our Clients Think

*“Aberdeen is a team of thoughtful professionals who pay attention to details. As a live show, our deadlines are extremely tight – Aberdeen meets them without fail and without sacrificing quality captioning of our show.”* Armand Robert, Master Control Manager, Major TV Network

# Post-Production Captioning

Aberdeen offers post-production captioning services for every style, quality level, and budget. We provide post-production captioning for pre-recorded programming such as:

- Movies, documentaries, and TV shows
- Corporate training videos
- Educational and Christian programming
- Children's programs
- Commercials and spots

## The Aberdeen Advantage

The choice to caption your pre-recorded programming with Aberdeen is made simple when you come to learn that what we do has been created just for you. Our convenient workflows allow you to relax with confidence. We are your partner with one common goal: the successful final outcome of your programming. Our clients prove this by partnering with us for years.

Check out some unique services we offer:

- Same-day turnarounds
- Available to you 24/7
- All captioning work is archived for future use or back-up.
- We always answer our phone!
- Multi-level quality options
- Price points to match any budget—from basic to perfection

Before working with us, many of our clients don't know that working with Aberdeen means an extra review of your video. During our editing process, we do an extra quality check to ensure that there are no errors in your video, and oftentimes we catch costly blunders before they go on air. Our quality is well-above the industry standard, due in part to our highly experienced, trained, and knowledgeable transcribers and caption editors, as well as being an approved vendor for DCMP (Described and Captioned Media Program). All employees involved in your captioning are highly trained and educated ensuring not a word is misrepresented. From the mail room to the editor to the recording technician, at Aberdeen your program receives the TLC it's looking for, treating every client's programming as if it were our own.

## Tape And File Format Options

We have multiple tape and tapeless options—send us ANY device or format and we will add the captions needed back in the format of your choice. From BetaSP to HDCAM to MPEG2 to Final Cut Pro files, we've got you covered.

## What Our Clients Think

*"Committed to Excellence – Aberdeen has caught and fixed a few of our internal errors ensuring our program is properly captioned in context and content. The Aberdeen team is flexible in accommodating last minute requests and has met some unbelievably tight deadlines for us. Thanks, Aberdeen."* Glen Rose, VP of Production, Spot Mill, Inc.

# Post-Production Captioning Tape Process

You have a lonely finalized master tape in dire need of some friendly closed captions. Life seemed so easy before those little words were required, but don't worry, Aberdeen is here to help! All you need to do is send us your master tape and we'll do the rest. We're the experts at meeting deadlines and paying attention to details, always ensuring your program reaches its destination on time.

## The Aberdeen Advantage

We have a full-service, in-house production facility making your tape options endless. We also have a complete distribution center, allowing us to ship just one tape or hundreds of tapes. You'll be at ease knowing that our specially-trained recording technicians often catch costly errors before they go on air.

Still not sure?

- On time distribution to TV stations
- Major shipping discounts
- Video scoped and levels checked
- Final Cut Pro options
- Same-day service available
- In-house from start to finish

## How It Works

All you have to do is: provide us with a finalized master tape or file

But we do all this:

- perform captioning and create CC file
- create a captioned master of your program
- create any extra dubs you need
- ship tapes to your desired location

## What Our Clients Think

*"Aberdeen handles our live and post production captioning needs on time and within budget every time. The company's integrity shows and professionalism is unmatched in the captioning industry."*

Bob Fopma, VP of Production, Major TV Network

# Post-Production Captioning Tapeless Process

Like first-generation quality? Want more control over your programming? Want the fastest turn times available? Like saving money on shipping tapes? If you answered yes to one or more of those questions, you'll be interested in learning about Aberdeen's tapeless workflow options.

## The Aberdeen Advantage

Following and adapting to the latest trends in technology, we offer tapeless solutions for any file type or media format, period. If we don't have a solution right away, we will custom-tailor a solution just for you.

### **NLEdirect—CC to your editing system...**

- First generation quality
- No Shipping
- Faster turnaround
- More control

#### What You Do:

- create a small digital video file and posts it to Aberdeen's FTP site

#### What We Do:

- perform captioning and create the CC file that we e-mail to you

#### What You Do:

- add CC video file to your project in your NLE system and lay the program to tape with closed captions included

### **File Insert...**

- First generation quality
- XDCAM, DVCPRO HD, DV, MPEG2
- Final Cut files to tape

#### What You Do:

- send us your full-res project on a hard drive, thumb drive, memory card or to our FTP site

#### What We Do

- perform captioning
- create a captioned master of your program to any media device, server, or tape format
- create any copies you need
- ship or upload desired media to your desired location

## What Our Clients Think

*"The use of Aberdeen's NLEDirect technology enables us to turn projects more quickly with no generation loss and no need for external equipment. Aberdeen's patented NLEDirect Captioning is the way to go!"* Henry Alconz, Media Supervisor, not-for-profit media provider

# Web Video Captioning & Subtitling

Do you want to increase the viewership of your webcasts? Aberdeen makes webcasts accessible to the deaf and hard of hearing, speakers of other languages, and viewers in low-noise environments like the office or in a library. The web is worldwide and if your webcast is in only one language with no captions or subtitles, you are only reaching a fraction of your potential audience. Aberdeen provides both live and on-demand captioning and subtitling services.

We caption on the web for clients like:

- Government agencies (it's the law in some sectors!)
- Company meetings
- Networks' streaming online video

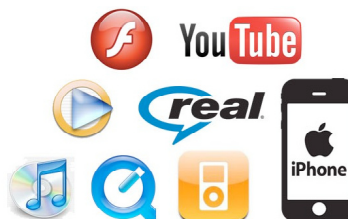
## The Aberdeen Advantage

- Our process is fast, affordable, and easy
- Multiple video format options available
- Same-day turnarounds at no extra cost
- Complete transcripts of videos included
- Continually improving technology and following latest web video trends

## Formats

We offer captioning and subtitling solutions for any video or audio media format, such as:

- Flash
- Windows Media Player
- QuickTime
- RealPlayer
- YouTube Video
- Google Video
- Podcast (iPod, iPhone or iTunes)



## Service Options

- Live – to web page
- Live – encoder – open CC to web stream
- Live – encoder – Windows Media Video to web stream
- On Demand – English
- On Demand – multi-languages

# Multi-Language Subtitling

When deciding whether or not multi-language subtitling is for programming, you need to understand your audience. Many countries prefer subtitles over voice dubbing. Here are some countries that choose subtitles as a standard, just to know a few:

- Arabic countries
- Herzegovina
- Brazil
- Greece
- Japan
- Sweden

## The Aberdeen Advantage

We use only tried and tested translators and subtitlers, who are always native speakers and perfectly fluent in the source language. We guarantee our subtitles, so if for whatever reason you aren't satisfied with the final product, we will redo it 100% to your liking at absolutely no cost to you. Trust your choice to partner with us. You'll love our personalized approach to you and your project—we promise!

We provide multi-language subtitles for:

- DVD and Blu-ray Authoring Systems
- TV Broadcasts
- Internet Videos

## Languages

Our state-of-the-art technology and our worldwide database of translators enable us to virtually offer any language you need. Here are some of the languages we specialize in:

Arabic	English	Hindi	Polish	Tagalog
Bahasa Indonesia	Estonian	Hungarian	Portuguese	Thai
Cantonese	Farsi	Icelandic	Romanian	Turkish
Catalan	Finnish	Italian	Russian	Ukrainian
Chinese	Flemish	Japanese	Serbian	Vietnamese
Croatian	French	Korean	Slovak	
Czech	German	Latvian	Slovenian	
Danish	Greek	Lithuanian	Spanish	
Dutch	Hebrew	Norwegian	Swedish	

## What Our Clients Think

*"Not just closed captioning, Aberdeen expertly executes transcribing, translation and live captioning for our programs."* Ron Ingram, Production, National TV Station

# Spanish Captioning

Aberdeen offers Spanish-language captioning and subtitling for pre-recorded or live Spanish and English programming. Spanish captioning typically refers to Spanish-language captions corresponding to Spanish-language programming. In this case, no translation is involved. If the original program's language is in English or another language, you can also caption the program in Spanish to reach a Spanish-speaking audience.

## The Aberdeen Advantage

- Live Spanish Captioning: Our Spanish live captioners are the best in the industry with comprehensive dictionaries specializing in a wide range of programming.
- Post-production Spanish captioning: Our department is comprised of a committed team of bilingual Spanish transcribers, translators, and caption editors who specialize in wide variety of Spanish dialects to match your audience.
- Guaranteed to be easily readable in upper and lowercase letters and include all Spanish accents and tildes.

## Is Spanish Captioning The Law?

You betcha. In the United States, all Spanish-language programming that was first shown after January 1, 1998, must be captioned by 2010.

## Spanish-Speaking Community In The U.S.

Spanish is the second most common language in the United States after English, and the Spanish-speaking community in the U.S. is growing each year. As of 2007, according to the United States Census Bureau, Spanish is the primary language spoken at home by over 34 million people. An unbelievable fact is that the United States, with 45 million Hispanics, is the world's second largest Spanish-speaking country in the entire world! Mexico is the first, but the U.S. has more Spanish-speaking people than Spain, Argentina, and Colombia!

Why would you want to miss out on such a huge market?