

How Three Fortune 100 Companies Use Captions

VITAC offers a variety of corporate captioning services for domestic and international companies, from live-captioning conferences to captioning web meetings to translating corporate communications. Our corporate customers include software manufacturers, big box retailers, international pharmaceutical companies, banking and financial institutions, and web services providers, just to name a few. In this white paper, we outline how some of our enterprise customers use captioning.

Though communication is critical in any business venture, it is also important that businesses speak to their entire audience.

As the country's largest provider of closed captioning services, VITAC has developed a number of custom solutions to help all of our clients not only satisfy legislative requirements but also ensure full participation and inclusion by all attendees for, among other things:

- ✓ Conference calls;
- ✓ Meetings;
- ✓ Training sessions;
- ✓ Group discussions; and
- ✓ Video conferences & webcasts.

Use Case: Web Services Provider Captions for the Public and Employees

All-staff Meetings to All Meetings

Committed to keeping inclusion at the forefront, a major web services provider called upon VITAC to provide live captions for its global staff meetings, which are streamed out of any of the company's dozens of offices to all of its employees around the world.



From those humble beginnings of captioning a single, one-hour meeting every other week, the relationship has expanded to include captioning for a variety of other company gatherings, including departmental meetings, small group discussions, and smaller one-on-one meetings using VITAC's Internet Captioning Services (ICS), which can stream live text to any computer or mobile device.

Online Content

The client also calls upon VITAC to caption its user-facing video offerings, making them accessible to millions of deaf and hard-of-hearing people as well as the rest of its billion users, many of whom mute their audio or simply prefer viewing captioned content. We were able to quickly step in and provide high quality captions for the live video programming of the web company's fast-growing publicly available online content.



Transcripts as a Tool

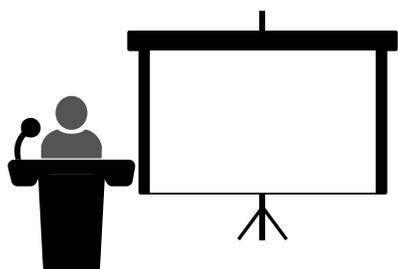
An added benefit of using captions during corporate meetings and conferences is the creation and availability of transcripts.

For example, the company produces a popular annual conference which focuses on the business, entertainment, tech, and finance sectors, and enlisted VITAC for on-site live and online captioning to cover the event.



In today's world of media (social or otherwise), time is of the essence in getting news and updates out to an audience, and the client's social media teams were keen to share information from the conference as soon as possible. One of the many perks of live captioning with VITAC is that written transcripts for events are available almost immediately. As such, the company was able to review the transcripts and share timely, as-it-happens quotes and updates from the conference with its social media followers.

Use Case: A Fortune 100 Company Captions Conferences and Webinars



VITAC's captions and accessibility services and solutions help an international software and technology company make accessible its mega-popular and highly sought-out annual conferences and events – including large-scale gatherings and keynote addresses for nearly 30,000 participants as well as smaller one- and two-day training meetings.

VITAC began providing captions for the company in 2012, working with the client on its internal training sessions and town hall meetings. Thanks to years of successful, results-driven performance and positive relationships, VITAC's role expanded to include captioning the company's large corporate and training events, including C-level speeches and discussions, breakout sessions, and small-group meetings.

Leading up to the conferences, VITAC caption coordinators and producers outline a plan for the hundreds or even thousands of hours of captioning needed during the event, designing workflow schedules and additional coverage scenarios. Captioners also begin working on "pre-game" legwork – such as learning the topics slated for discussion and building out their glossaries of terms, names, spellings, and industry jargon – and often will attend rehearsals to better understand the clients' needs.

VITAC captioners also make sure secure audio and video connections exist for the overall conference and individual breakouts. When the conferences begin, captioners connect directly to caption encoders and listen through an audio feed or the venue sound system, transcribing the presentation and sending captions via encoder onto the presentation screens for all attendees.

Additionally, we make accessible the international company's on-demand webinars, translating captions into more than 30 languages for viewers around the world, localizing that content for specific audiences. The client simply uploads the recorded webinars to our secure server, and we deliver files that can be viewed on a variety of webinar platforms, such as ON24, WebEx, and Zoom, among others.

Use Case: A Banking Leader Finds Captions Benefit Hearing and Deaf Alike

Producing accessible videos can present unique communication challenges for a multinational investment banking and financial services company with employees across the globe.

To overcome those challenges, the company uses VITAC for both its live and offline captioning needs, providing realtime captions for its employee videos, meetings, and conferences, including the company's leadership communications videos from senior executives to their departments, sometimes a couple thousand strong.

VITAC's offline services also provide captions for some of the company's on-demand videos and additional corporate content.



The company selected VITAC after looking for a provider to not only satisfy its captioning needs and accessibility requirements (ADA, Web Content Accessibility Guidelines), but also its security concerns. VITAC goes to great lengths to secure all of our clients' information and data. We worked closely with each company's security and IT teams to answer all questions, address every concern, and assure a secure connection.

Though accessibility and inclusion no doubt are prime concerns in providing captioned content, the company also has found that its hearing employees who work in close proximity to one another appreciate captioned videos as it enables them to attend meetings from their desktops or offices without disturbing those around them.

Human Solutions

Though there is no one-size fits all solution for making a corporate events and meetings accessible for DHOH attendees, there is little question on one key item – professional human captioners provide the highest quality communication access.

Human captioners provide a high level of service that voice recognition programs simply cannot duplicate. Automatic captions routinely fail to present names and technical terms properly, they stumble on accented or mumbled speech or background noises, and can have difficulty in determining the differences between what a speaker “said” and what they actually “meant.”



Though autocap technology is making strides, trained, highly skilled human captioners, like those employed at VITAC, bring human sensitivities and contextual awareness to the captioning table that no automated system can.

Summary

VITAC is committed to delivering ubiquitous captioning – anywhere, anytime, and on any platform – via professional human captioners who deliver captions 24/7, 365 days-per-year. Our corporate captioning solutions not only provide increased access for all employees but also enable businesses of all sizes – from Fortune 100 corporations to start-up companies – meet ADA requirements and federal accessibility regulations.

24

HOURS A DAY

7

DAYS A WEEK

365

DAYS-PER-YEAR