Customer Case Study

The Situation

Conduct a 1-year proof of concept to assess captioning all media, video and Web content across administrative, student and faculty Web sites. Assess efficient strategies and resources to begin implementation with guidance from the Assistive Technology Center (ATC).

The Challenges

Understand different campus environments, across lecture capture, live capture of sporting events, and academic and administrative areas. Compare time and cost of in-house resources with turnkey services.

The Solution

ATC used CaptionSync for rapid captioning and fast turn-around, of archive video. Its ability to provide multiple output formats from a single submission to allow multi-purpose use of content streamlined the process and costs. AST's speed in correcting YouTube captionng made it a key vendor and valuable ongoing resource.

The Result

Purdue advanced its mission to create a blue-print for campus wide captioning for accessible content across its learning and working environment.

The Future

Purdue continues its project to caption media and Web content campus-wide. CaptionSync continues to convert archive and new Web content to fully captioned digital media. Purdue is on target to meet its goal and ATC is a recognized leader in accessibility standards for higher education.

CaptionSync
by Automatic Sync Technologies

Purdue University Gets Started with Campus-Wide Captioning for Accessible Media and Web Content

> *"AST's CaptionSync service streamlines the process of captioning our public-facing video, and gives us the assurance that it will be accessible."*
>
> *Dean Brusnighan*
> *Assistive Technology Specialist*
> *Purdue University*

Purdue University is comprised of its main campus in West Lafayette, Indiana, and four regional campuses across the state. The Assistive Technology Center (ATC) promotes an accessible information technology infrastructure at Purdue that is usable by all students, faculty, and staff regardless of disability status. Dean Brusnighan is the Assistive Technology Specialist at (ATC) who has been leading the way to implement strategies to achieve media accessibility within Purdue's university community. Brusnighan first engaged Automatic Sync Technologies in 2009, using its CaptionSync™ service for select video content.

The Situation

In mid-2009, Brusnighan lead a one-year, campus-wide, proof-of-concept project for video and multimedia captioning across the broad categories of Administrative Video, Academic Video, and Intercollegiate Athletics. Key to the project was a comparison of the time and cost to correct YouTube automatic captions files using in-house services, to that of turn-key captioning vendor strategies.

The Challenges

The project had to help Purdue and ATC understand the potential solutions for captioning in different campus environments, including: captioning of classroom lectures, captioning of archive material, captioning at sporting events and large public events. The scope of the project had to take into account resources when collaborating with different areas on campus.

To implement the proof-of-concept, the team determined six criteria to identify vendors who would deliver qualify and contain costs. These were: cost below $200 per hour, imports and exports of a wide variety of digital media formats, supports online video submission and return, processes immediately, and provides a separate caption file. Of many interviews, AST met all the criteria among ten high-ranked vendors.

The Results

Purdue now has the best strategy for a campus-wide approach, and identified the right vendors, like AST, who keep ATC at the forefront of accessibility technology and efficiently serve the variety of campus needs. The resource options and campus environments reviewed by the ATC project varied widely. The focus on archived video and Web content showed Automatic Sync Technologies to be a consistently high quality, and cost effective vendor. Because they were a central vendor service, CaptionSync could easily scale its service to manage the campus variations in captioning needs, and deliver consistency across Web sites.

"When we started the proof-of-concept in mid- 2009, there was no process for captioning to make content accessible for faculty, staff, students and our public audience. To start, we had to rank and score vendors who could scale and deliver quality and contain costs. Out of 10 high-ranked caption vendors, only AST met all criteria for cost, format, fast turn, online submission and support."

The Benefits & The Future

To date, the proof-of-concept results, completed in mid-2010, paved the way for Purdue to undertake the implementation of its campus wide captioning strategy. ATC has also met its secondary goal to share the knowledge about technical approaches in varying environments, and methods and resources to achieve success in a higher education setting. The Information Technology at Purdue (ITaP) family collaborates with academic technology forums to advance the innovative and evolving use of technology to facilitate learning. Purdue's captioning project, envisioned in 2009 is progressing through the use of best technologies and high-quality, web-based services like AST's CaptionSync.