

Voice Reader Studio lowers Film and Television Production Costs

Ahrens Film and Television Production

Ahrens has been successfully established in the film and television industry for over 30 years. As a full-service provider, it offers professional experience for demanding and intelligent corporate videos, advertising and training films, cinema and TV commercials, documentaries, films for the Internet and multimedia productions. Regular customers include TV stations, TV production companies, advertising agencies, industrial companies and associations. Professional technology and highly qualified specialist teams offer everything that is required to make a film a real experience.

The digital age has arrived

There are many different working stages between the creative idea and the finished film. Along the path of creation of these living visual worlds, ideas and layouts are developed, research is conducted, actors are cast, specialists are employed, a wide range of film locations are chosen, films are shot, the film is edited, dubbing is done and visual effects and sound designs are created. In every phase, from conception through to production and post-production, high demands are placed on quality and creativity. The digital age has in particular revolutionized post-production, i.e. the editing of the film in the cutting room. Visual effects or sound designs which could not previously have been dreamed of have become everyday tools that can fulfill the highest of demands.



The use of Voice Output offers a competitive advantage

A crucial part of post-production is the phase in which the commentary text is "arranged" onto the fine cut of the images. The chosen wording should interpret the visual image and convey a particular message. To appreciate this, the images and text must be viewed together. As there are still frequent changes made at this stage, every new arrangement has an effect on production costs. In order to guarantee competitive advantages by minimizing costs and maximizing efficiency, Ahrens Film and Television Production has – in keeping with current trends – found voice output software which has been integrated seamlessly into the company's workflow and can cope with the high demands for quality and ease of use. It did not take long to decide on Voice Reader Studio. This is now helping to save a lot of money. This is because Julia, the female voice of Voice Reader Studio, doesn't ask for a single cent for constantly repeating changes or adaptations. Only when everyone involved has approved the text and images do Julia's human colleagues in the recording studio produce the final commentary. The one-off purchase cost of the software has already paid for itself after production of the first film.

Service means increasing quality, not costs

"The decision to use Voice Reader Studio was taken primarily because of the outstanding speech quality," explains Ms. Ahrens, Managing Director of Ahrens Film. "Sometimes we had to stress repeatedly that it was a layout. Furthermore, we like being able to adjust the speech speeds in Voice Reader Studio." The flexible settings for dialogs, the smooth adjustment of pitch, volume and speech speed as well as the simple options for inserting pauses or sound effects mean that there are virtually no restrictions on creative design concepts. For the final speaker, additional information about inflection or expression can be added to the text manuscript.

Before using Voice Reader Studio at Ahrens Film, the text to go with the images had to be read by a human speaker during the layout cut in post-production. "Naturally, that was a complex process as you not only had to consider the images but also the time code," explains Ms. Ahrens. "It didn't really work. Often the customer ended up passing the layout around their whole company. Today, thanks to Voice Reader Studio, we have a professional tool, with which a snappy spoken text can be implemented much more quickly and easily."



Requirements for the desired dubbing software:

- outstanding speech quality and natural emphasis for real speech situations
- simple operation and dialog management
- precise adaptation of the language to the images
- creative usage options
- optimal price/performance ratio
- no maintenance or service costs
- supports digital workflow



Perfect Results for Voice Reader Studio

"The idea to use voice output software arose from the collaboration with the 3D animation company CAST," remembers Ms. Ahrens. "They sent us an animation and, to our amazement, the speech we had specified for the length and plot of the animation was already included. We loved it!" At Ahrens Film, Voice Reader Studio is used when the screenwriter is satisfied with the commentary text – which is then arranged onto the images. The text is then handed over to "Julia," the voice of Voice Reader Studio and her speech is applied to the images with great precision.

"The decision to use Voice Reader Studio was taken primarily because of the very good speech quality. Furthermore, we are very fond of being able to adjust the speech speeds in Voice Reader Studio. Service means increasing quality. But not costs."

Helga Ahrens, Managing Director

As well as the considerable reduction in production costs, Ms. Ahrens also values the support services available for Voice Reader Studio and its use in communication with customers. The results are "simply better texts, because our customers are able to listen to the manuscript and

thus get a complete overview of the film," explains Ms. Ahrens. Thanks to the read-out option offered by Voice Reader Studio, wordings can be optimized much more effectively and easily. As an expert in the industry, Ms. Ahrens knows that "A good film text should interpret the images in the film the way someone would do if they were really there." Voice Reader Studio makes this possible, in a very uncomplicated and cost-effective way.

Future Prospects:

As a dedicated manager and creative producer, Ms. Ahrens already has new tasks in mind for Voice Reader Studio. "For example, if you are creating animations which are charged by the second, such a tool can optimize our work and the work of others."

Have you heard? The new trend for Computers and the Internet

Voice output characterizes the automatic conversion of written text to spoken word. For this, the Voice Reader® program series uses the latest in TTS technology (TTS = text-to-speech). The outstanding quality of the audio files produced using Voice Reader can be heard in the pleasant voices, correct pronunciation, and natural-sounding intonation. It should come as no surprise: The voice output of Voice Reader® is based on extensive sound recordings by trained speakers. These recordings are cut into the smallest of phonetic units. Intelligent algorithms analyze the sentence structure and then, using the text, reassemble the audio snippets into an audio file with natural-sounding word emphasis. You can hear the result!

Linguatec is the leading provider of language technology software for office use. Key areas are automatic translation, speech recognition and voice output. Linguatec offers software ranging from desktop solutions to comprehensive solutions for multilingual corporate communication in internal company networks.

References:



Further user reports can be found on our website: www.linguatec.net

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