

VOICE TO TEXT SOFTWARE COMPANY LOVES EASE OF USB DRIVES

TV station engineers already have stacks of product manuals and repair guides in their offices, said K. Armelie, marketing manager at one of the countries fastest growing voice-to-text software makers.

That is why the company uses USB flash drives for their user manuals instead of printed guides or CDs.

"They have hundreds of pieces of equipment. They don't want stacks of books or to dig through a website. With USB drives we can store more information for our customers in a more convenient way," she said.

In just three years, the company has become a leader in closed captioning equipment. They make software and a server for voice recognition that automatically creates 95% accurate closed captioning, she said.

Their "plug and play" system may never replace a human captioner or a court reporter typing into a steno machine or keyboard, Armelie said. "This just makes their job more efficient."

USB drives make set up easy for broadcast

They make two systems: one that does speech recognition and one for voice recognition.

Voice recognition systems recognize one or a few people's speech only.

Speech recognition can recognize anyone speak and translate that into text on a screen.

The USB drives make it easy for anyone wanting closed captioning to start using the system.

"We don't want them doing hours of troubleshooting. The manual acts like a computer program. It gives you the basic rundown. Plug it in and it works you through so you can start captioning," Armelie said.

For TV stations, the voice recognition software can take voice prints of anchors, the mayor – anyone who may be on camera frequently.

Their business is exploding. At a trade show in Las Vegas, everyone wanted to watch how the system worked and was ready to learn more, she said. That is why they also use our USB drives as marketing materials instead of pamphlets.

"We give the USB drives out to the more interested customers," Armelie said.