

Subtitling and Captioning for Live Shows

**Yonat Burlin, CEO
Gala Prompter
Israel**

Subtitling and Captioning





The GalaPro App

Accessibility & Translation For Live Shows



Who are we?

GalaPro App was born of the idea that live shows should be an experience that anyone and everyone can enjoy anywhere in the world.

Since its inception GalaPro has been working to make live shows accessible, knowing that culture and entertainment are at the core of our communities.

Our strong and dynamic team of 8 is located in Herzliya, Israel.

Yonat Burlin
CEO

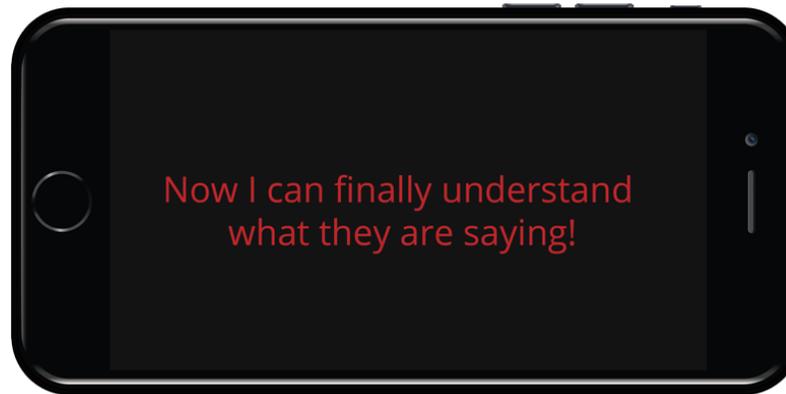
Hagai Pipko
Co-founder & CTO

Dr. Elena Litsyn
Co-founder & President

GalaPro App Services



- An accessible free mobile application that is easy to use & set up and that can be customized by user.
- GalaPro is currently providing the following services: closed captioning, amplification and audio description as well as multi-lingual subtitles and dubbing.
- Our innovative technology provides captions on the user's mobile screen with no back light or messaging capabilities in order to adhere to the strict rules of theater.
- Users can use the app in every location in the theater without being restricted to specific seats



The Technology



- GalaPro's central infrastructure is built around our patented voice recognition algorithm which ensures that the show content is in sync with the performance and always provided to the users real-time.
- By providing automated services it also enables the venues to provide all accessibility services for every single performance. Users no longer have to wait for a special accessible performance they can come to any show working with GalaPro for their service.
- By providing such a solution as an app venues no longer need to stock equipment and can be ready for any user that comes through the door.

Impact



- GalaPro's impact on accessibility for live shows is changing the standards for the entertainment industry. Instead of venues offering one performance for every production that is accessible, venues can now offer closed captioning and audio description for every single show.
- The Broadway League of New York has decided to use technology to assure that all Broadway theaters and productions are accessible for patrons.
- By providing language solutions along with accessibility services we are broadening the market. Our services are not only for native English speakers but can be used by tourists, immigrants and anyone in need.

Achievements



Working in all the Shubert Organization's venues, Lincoln Center as well as additional venues on Broadway and around the US. (15 Broadway theaters)



First version of the system is currently working and our voice recognition technology is providing a great experience for patrons



The Broadway League announced a new initiative to use technology including GalaPro to better and more consistently serve audiences who have hearing or vision loss



Successful pilots in several US cities. (Los Angeles, Boston, Philadelphia)

Challenges and Sustainability



Continued development



Convincing venues that
accessibility is also
profitable



Market penetration (US & UK)



Funding

Markets



Live Theater

Estimated 7,000 applicable venues



Touring shows

About other shows, news and happening in the theater world



Opera

For shows based on location, history and relevance



Conventions & conferences

300,000 conventions held each year globally with over 60M attendees



Live tourist attractions

Disney parks worldwide attract 66M people each year



Cinema

Billions of movies screened each year around the world