



NATIONAL THEATRE INNOVATION: INTRODUCING OPEN ACCESS SMART CAPTURE VIDEO TRANSCRIPT

Theatre is enjoyed by millions.
If you're hard of hearing
fully accessible performances
are limited to a few per production.

Jonathan Suffolk, National Theatre:

What we asked Accenture to do was to come up with a simple user device that provided a more personal experience and ultimately gave people the freedom and the choice to come to any performance.

What we're trying to achieve here is put the text with the performance.

This is a game-changer.

Introducing OPEN ACCESS SMART CAPTURE

SMART captioning
AUGMENTED reality
PERSONALISED experience

Nicolas Lagoutte, Accenture:

What you would see is captions only appearing on the screen, so only you can see them. The people next to you can't see them.

Farhan Qureshi, Accenture:

The captions come up in perfect sync with the actors which gives a much better experience for everybody.

Project LAUNCH

The user EXPERIENCE

Farhan Qureshi, Accenture:

You can have the text scrolling.

Nicolas Lagoutte, Accenture:

they can be different sizes.

Farhan Qureshi, Accenture:

You can choose colour of the subtitles.

Olivia Williams:

ALICE: But then he said,
"Is your husband, or partner on his, or her way?"

Olivia Coleman:

JENNY: And you said, "No, because he's in Geneva watching protons collide, because apparently that's more important than the birth – "



Emma Boyle, (Journalist from TechRadar):
It's light, you barely notice that you're wearing it.

Hannah, National Theatre:
The text was directly in the eyeline.

Tom Ball (Journalist from Computer Business Review):
Really responsive.

Hannah, National Theatre:
Really discreet, easy to use.

Tom Ball (Journalist from Computer Business Review):
It felt pretty seamless really.

Emma Boyle, (Journalist from TechRadar):
it's pretty cool.

George Marcotte, Accenture (ACC):
The feedback from today has been outstanding.
It's exactly part of what we're doing with Accenture Digital,
about creating new experiences and with this technology, we're able to change the way the world works and lives.

Transformative INNOVATION

Lisa Burger, National Theatre:
It's innovation both in how we think about our audiences and in the technology.
It's exactly what the National Theatre is and what we want to be, making great work and making it available to everyone.

Jonathan Suffolk, National Theatre:
Working with Accenture has been refreshing and invigorating and it's been exciting.
The way they've brought expertise to solve the problem has just been extraordinary.

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