

# Immersive translation: A new format for a new decade of research



**Pilar Orero**  
**pilar.orero @uab.cat**

**International Conference on Translation and Interpreting of  
Specialized Discourses: Theoretical and Practical Approaches to  
Accessibility**



**Málaga, 4 December 2021**

# FORMATS



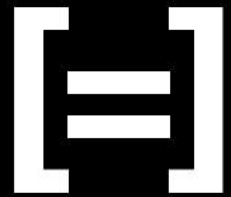
<https://resume.enricmor.eu>

# Modalities



Subtitling (Text)  
Audio description  
(Audio)  
Sign Language (Video)  
Audio subtitling (Audio)  
Translation (Text)  
Easy to Read (Text)  
Interaction -  
personalisation  
Buffering

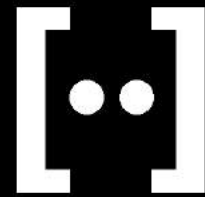




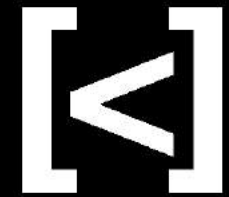
**SUBTITLES**



**SPOKEN  
SUBTITLES**



**AUDIO  
DESCRIPTION**



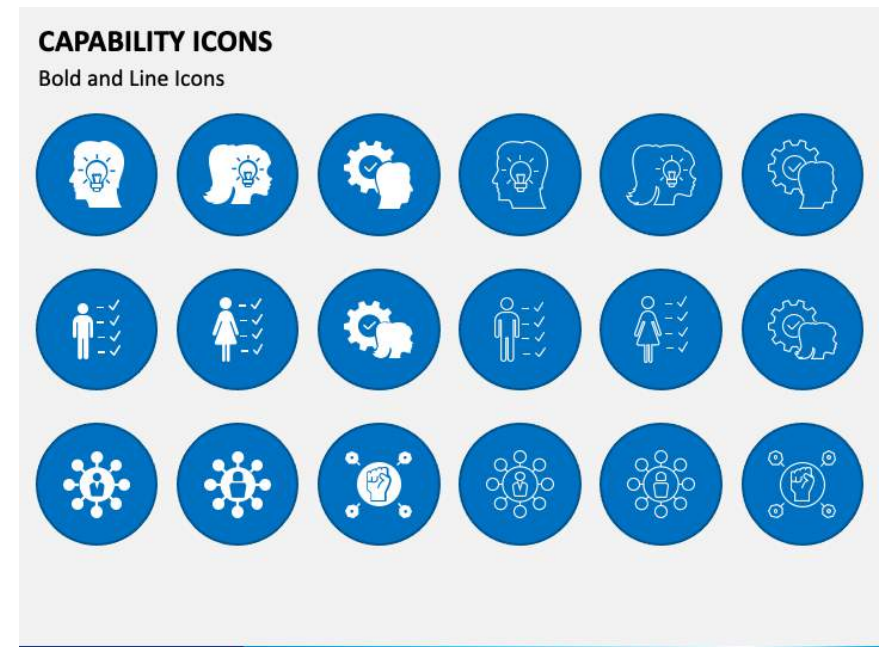
**SIGN  
LANGUAGE**

**END USER**





# Disabilities to Capabilities



# COMMON USER PROFILE

## My TV

My TV Video

My TV Audio

My TV Signing



## My Immersive Device

My Immersive Video

My Immersive Audio

My Haptic Enhancement

Programme Captions

## My Mobile

My Mobile Video

My Mobile Captions

My Mobile Audio



## Common User Profile



Video Branding	Video Body	Video Diary	Video Branding	Video Credits	Video End Boards
Object Audio Branding	Object Audio Body	Object Audio Diary	Object Audio Branding	Object Audio Credits	Object Audio End Boards
Programme Captions		Diary Captions			
Branding Description	Programme Description	Diary Description	Branding Description	Credits Description	End Description
Haptic Branding	Haptic Enhancement	Haptic Enhancement	Haptic Branding	Haptic Credits	
Signing Data		Signing Data			

The environment soon will be intelligent and understand your profile





# PRODUCTION



# PLATFORM





# 360 Digital Storytelling



<https://app.getfader.com/projects/b098a54b-d5ba-4d41-89de-e2542e95cc18/publish>

# Automatic



Type to enter a caption.

<https://www.kara.tech>



**MediaVerse**

A universe of media assets  
and co-creation opportunities



# Disclaimer

TransMedia Catalonia is a research group funded by Secretaria d'Universitats i Recerca del Departament d'Empresa i Coneixement de la Generalitat de Catalunya, under the SGR funding scheme (ref. code 2017SGR113). The project TRACTION is funded by European Union's Horizon 2020 research and innovation programme under grant agreement No 870610. The project MEDIAVERSE is funded by European Union's Horizon 2020 2.1.1 programme under grant agreement No 957252.

Texts, marks, logos, names, graphics, images, photographs, illustrations, artwork, audio clips, video clips, and software copyrighted by their respective owners are used on these slides for personal, educational and non-commercial purposes only. Use of any copyrighted material is not authorized without the written consent of the copyright holder. Every effort has been made to respect the copyrights of other parties. If you believe that your copyright has been misused, please direct your correspondence to [pilar.Orero@uab.cat](mailto:pilar.Orero@uab.cat) stating your position and we shall endeavour to correct any misuse as early as possible.

This document and its contents reflect the views only of the authors. TransMedia Catalonia and the funding organisms referred to in this presentation cannot be held responsible for any use which may be made of the information contained therein.

This work is licensed under a Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License.