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PLYmedia's Subtitle Layers are Introduced as an Essential Add-on for JW, the Internet's Most Popular Open Source Player.

The new add-on enables JW users to add subtitles and closed captioning layers onto the video screen and switch languages according to the viewer's IP address and web browser enabling improved search engines' presence.

PLYmedia (www.plymedia.com), a pioneer in enhancing online video announced today its language solution, SubPLY's integration into the JW player family. The novel application will empower users to customize their online video and engage a greater audience by superimposing subtitle layers onto the screen. PLYmedia's premium subtitle services enable JW users to easily overlay subtitles in multiple languages; the subtitles appear directly on the video screen and require no content editing or encoding on behalf of the user. The JW Player, an open source media player, is free to all and available for download from open source libraries. With subPLY, audiences choose directly from a menu of the downloaded subtitles and have the ability to switch the default language according to their language preference.

"SubPLY is an essential add-on that helps online publishers and small companies engage a greater audience. By adding subtitles and closed captions, JW users can tap into growing video trends such as silent video viewing in the workspace and break language barriers previously limiting online video to specific audiences," commented Amichai Zuntz, Vice President of Sales.

The JW player, a free, ready to use open source media player, is used to stream billions of online videos and is renowned for its flexibility and easy plug-in architecture. PLYmedia's SubPLY provides a new interactive skin for JW users to add to their online video, pushing video visibility to extend to non-native English speakers. Recent trials from leading online publishers reveal a 40% increase in video viewing when overlaying subtitles and closed captioning screen layers to online video. SubPLY also encourages longer viewing time by tailoring to the viewer such as automatically switching the default language according to the user's IP address and web browser. Converting audio video into text video, the new subPLY add-on provides SEO visibility, helping online video appear in search engines and receive greater web exposure.

JW users can easily trial PLYmedia's services by downloading the free subPLY plug-in. Users then cut and paste the video link with their language preference onto the trial section of the web page and their request is automatically processed. The subtitles, provided by PLYmedia's professional network of subtitling and translation companies, are generally added to the video within 24 hours and ensure rapid video integration.

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