

FOR IMMEDIATE RELEASE

# Theatre captioning is easier than many theatres think - and it could help fill seats

**Prague, Czech Republic - September 14, 2026** - Many theatres would like to offer captions, but the idea often comes with a long list of things to deal with: preparing the text, translating it, putting it into software, operating it during the performance, and finding the right technical setup.

For years, this has often meant using presentation tools that were never really made for theatre.

Captitles takes a different approach. **Theatre staff can start with the script they already have and let the software handle much of the work.**

The result is a simpler way to make performances accessible to people who do not speak the local language, as well as deaf and hard-of-hearing audiences. It can also help theatres reach tourists, expats and international visitors who might otherwise decide not to buy a ticket.

## Start with the script

Import the theatre script and Captitles turns the spoken dialogue into editable captions within minutes. The software also suggests how longer lines should be split for the audience.

The captions can then be translated using AI, or a translator, dramaturg or director can be invited to work on them directly in the same project.

The whole process - preparation, translation and collaboration - happens in one place.

## Use the setup you already have

Captitles can display captions on a projector, TV or other screen. The theatre can choose which language appears on which screen, or display several languages together.

But there is no need to install another screen at all.

The Captitles mobile app can send the captions directly to spectators' phones. That means theatres can add captions without changing the stage design or installing permanent equipment.

For a theatre that has always thought captioning would require a major technical change, that can make a big difference.

## Captions can also become audio

Captitles can send spoken versions of the captions to spectators' phones in another language. They can listen through headphones or compatible hearing devices, providing another way to follow a performance.

This can be useful not only for international audiences, but also for people who find listening easier than reading.

## **Someone can operate it - or Captitles can**

Captions can be controlled manually during the performance, just as they are today.

But theatres can also connect a microphone or audio feed and let Captitles detect the spoken dialogue and switch the corresponding captions automatically.

The theatre can therefore start with the simplest setup and use more automation where it makes sense.

## **The cost can make sense, too**

There is another reason for theatres to look at captioning.

A theatre does not necessarily need to attract a large new audience to justify it.

**If captions bring in one or two people who would otherwise not have bought a ticket, they may already have paid for the captioning. Every additional ticket is extra revenue.**

And those additional spectators can come from several groups: people who do not speak the local language, tourists, expats, international festival audiences, and people who need captions for accessibility.

For theatres, captioning can therefore be both an accessibility measure and a way to make more seats available to more people.

## **Try it before you make it a big decision**

Captitles offers a free plan, so theatres can test it before committing money or trying to convince management that they need another piece of theatre technology.

Import a real script. Prepare the captions. Put them on a screen or send them to phones.

There is no need to understand AI or become an expert in complicated software.

**The idea is simple: make theatre captioning as easy as possible, so more theatres can actually do it.**

Captitles is available for macOS and Windows, with mobile apps for audiences on iOS and Android.

**Learn more:** <https://www.captitles.com/>

**Try Captitles:** <https://www.captitles.com/download>

**Pricing:** <https://www.captitles.com/pricing>