



GRIFFIN GROUP
INTERNATIONAL
REPORTERS • CAPTIONERS

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**Griffin & Associates Announces Name Change to Griffin Group International,
Introduces New Captioning Service to Meet Changing Industry Needs, FCC Regulations**
*Arizona's Largest Court Reporting Firm's Name Change Reflects Evolution of Industry,
Broader Demand in Business for Enhanced Communication*

PHOENIX (Nov. 1, 2018) – Griffin & Associates, Arizona's largest court reporting firm, is changing its name to [Griffin Group International](#). The name change reflects the company's well-established foothold in delivering high-quality reporting and transcription services to the most respected law firms nationwide, as well as its role as an industry trailblazer, utilizing cutting-edge technology to evolve the profession and expand into previously untapped markets.

As part of its rebranding effort, Griffin Group International has introduced high-tech captioning capabilities into its specialized scope of services, which to date have included transcription of depositions, legal hearings, arbitrations, meetings and conventions, as well as work serving technical and medical industries. The move is the latest step in enhancing reporting and transcription services at Griffin Group International, which in 2013 merged the then premier firm in the Valley, Lea, Sherman & Habeski, into its corporate fold.

With video anticipated to make up 82 percent of all internet traffic by 2021, according to Cisco, there is a growing demand for high-quality captioning services among companies representing a wide range of industries as they employ an increasing amount of video content on their websites and social channels.

"Given its use as an incredibly effective communications tool, the rapid proliferation of video content has created a significant opportunity for businesses to reach untapped audiences," said Pamela Griffin, owner of Griffin Group International and court reporter. "Captioning becomes a vital tool in helping them share their message, improving their online presence, and reaching audiences beyond the U.S."

While closed captioning has been widely incorporated into television programming, Federal Communications Commission regulation changes require all internet and video to display closed captioning for audio portions of programming to ensure greater accessibility for the Deaf and Hard of Hearing.

In fact, captioning has become a beneficial tool in maximizing video consumption on social media where many viewers are watching on mute via mobile devices. Similarly, captioning can help a company improve their search engine rankings as captioned text allows sites such as Google and YouTube to more effectively index content.

"In addition to the benefits of improved SEO and overcoming consumption challenges brought by video-viewing preferences, captioning allows companies to break the constraints of English-only videos by customizing text in a host of different languages to reach international audiences," said Griffin.

With a multilingual core of captioners across the globe, Griffin Group International is uniquely poised to offer access to high-quality captioners, American Sign Language interpreters, and certified language interpreters. Among the captioning capabilities, Griffin Group International offers:

- **CART Captioning**, which is Communication Access Realtime Translation, is a tool captioners provide to the Deaf and Hard of Hearing to ensure they have optimal access to content and information in real time. CART is predominantly used both onsite and remotely for educational classes from elementary through university

levels, but can be utilized in almost any setting where the Deaf or Hard of Hearing need instant translations, such as conferences, medical appointments, and graduation ceremonies.

- **Broadcast Captioning**, the most common captioning service offered onsite and remotely, provides visual text accompaniment through live-stream captioning for conferences, summits, business meetings, sporting events, religious services, social media, keynote addresses, among other events. Griffin Group International's team of tech specialists and captioners work hand in hand with clients to deliver captioning services locally, nationally or internationally, whether in realtime or in post-production.
- **Multilingual Captioning** through Griffin Group International includes access to captioners across the globe to provide accurate translation and realtime captioning services in desired language.

About Griffin Group International

Founded in 1987, Griffin Group International has been providing high-quality court reporting and transcription services to the legal, medical, and greater business community in Arizona and the Southwest. With the largest number of reporters and transcriptionists in the Southwest, Griffin Group International offers support services related to depositions, arbitrations, conventions, conferences, keynote addresses, public and board meetings, hearings, CD/video/audio transcription, as well as CART captioning for the Deaf and Hard of Hearing, broadcast captioning, and multilingual captioning. For more information, please visit www.ArizonaCourtReporters.com or [Facebook](#).

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