

## Be Heard: Text Descriptions of Audiovisual Material

To return to the original article click [here](#).

### Video 1

Animated, drum-heavy incidental music accompanies the introduction. Images of the HyperSpike HS-10 on the ground of an American football field and written text explain what is going to happen next: “World’s loudest megaphone vs. HyperSpike HS-10: SPL (dB) at 110 yards” (0:00-0:10). Two operators, one carrying the megaphone and the other the HS-10, are next to each other at the end of the football field. The same spoken message—“Greetings and thank you for attending today’s demonstration of acoustic hailing devices. You are now listening to patented HyperSpike technology by UltraElectronics”—is first broadcast with a megaphone and then with HyperSpike HS-10. On-screen text and numbers inform viewers that the megaphone reaches 86.7 dB and the HS-10 reaches 93 dB. That repeated message is the only spoken audio in the video. HS-10’s high frequency, piercing alert tone is then showcased on the football field. Incidental music accompanies the montage of images of the product and the company’s logo that follows (0:40-0:53).

To return to the original article click [here](#).

### Video 2

The video starts with slides that contain images of the HS-14—a large, cannon-like speaker mounted on a tripod—as well as written information about the product: “151 dB SPL peak acoustic output; battery operated; up to 1,500 meters of range; 14.7" diameter x 16.5" depth; 37 lbs (16.8 kg). Smallest and lightest in class solution.” When the music fades out, the demonstration per se begins. In daylight, in an open field, the HS-14 operator is in the foreground with their back turned. The operator is wearing protective headphones, and is facing a distant flock of geese that hang out in the grass next to an airport. The deterrent tone shoos away the birds. After a brief silence, this time the operator targets and shoos away a small group of geese that are on the other side of a pond. There’s another brief silence, and a cut to a different take: geese flying in distress in the sky as the deterrent tone targets them. The video finishes with a slide with the company logo, contact information, and with a slogan: “combined strength.”

To return to the original article click [here](#).