



## About Starfish Technologies



Founded more than ten years ago, Starfish Technologies has an excellent reputation for meeting international broadcasters' operational requirements with innovative and highly effective products and systems. Starfish software products are proven in service and have been implemented by an impressive list of international customers.

The company has extensive expertise in the development and implementation of Regional Insertion Systems, Audio Description/Video Description, Captioning and Subtitling, and Media Task Management. Headquartered in Reading, UK, Starfish Technologies is an ISO 9001 registered company.



### Regional Insertion Systems

Increasingly, forward-thinking broadcasters are responding to the pressures on advertising revenue by regionalising content. Besides attracting new advertising business, local news and programming has proved popular with audiences and strengthens channel branding. Starfish provide a variety of scalable broadcasting solutions that are implemented throughout Europe. Such systems also provide exciting opportunities for localising electronic signage.



### Audio Description

Also known as Video Description or VI, Audio Description is an additional audio commentary for the visually impaired that accompanies the normal programme sound. World leaders in this arena, Starfish offer the most comprehensive product range of file-based technology encompassing authoring, processing and delivery.



### Captioning and Subtitling

With flexible and proven solutions for both traditional and file-based workflows, Starfish has a range of software components encompassing authoring, processing and delivery. The product range also includes innovative subtitle file QC and routing systems.



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