

News Release

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Starfish announce Isis Subtitle Compare software and initial sale

Reading, UK, July 28, 2011... Starfish Technologies announced the launch of a new subtitle multi-file compare application for broadcasters and subtitle bureaus that create or use multiple language subtitle files.

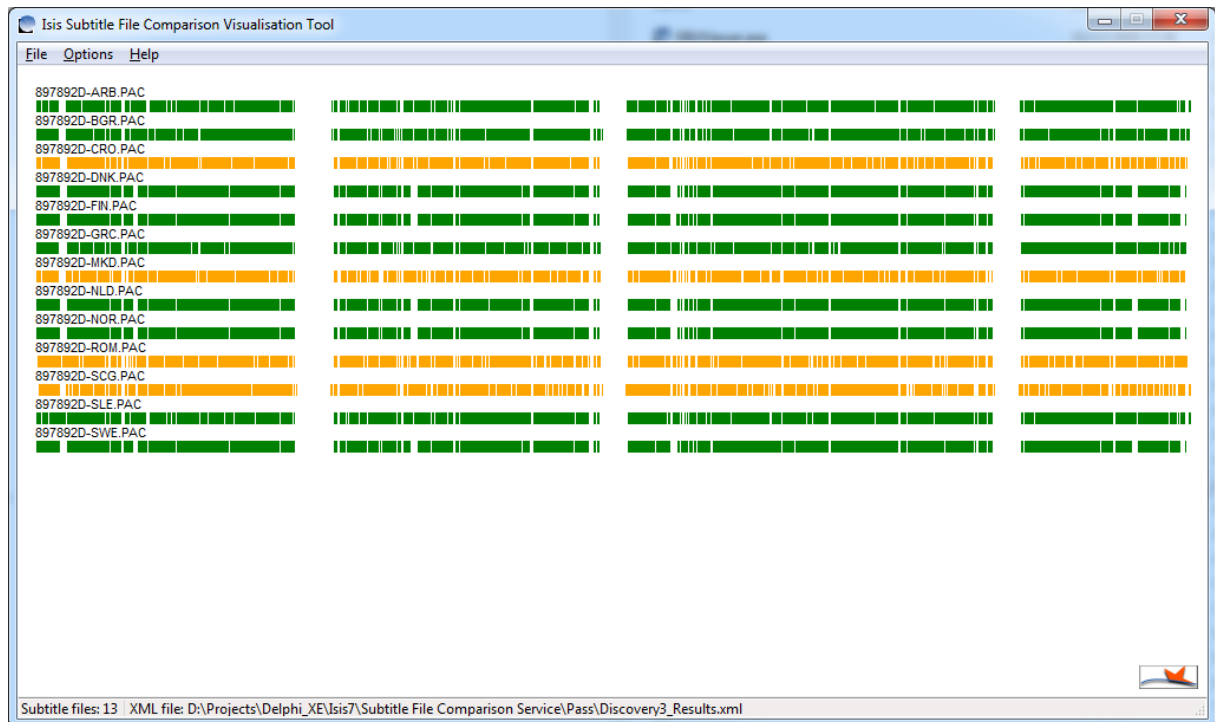
The transmission of English language programmes with multiple language closed captions is now increasing common in Europe as it offers a highly economic method of providing programme regionalisation.

The Starfish software runs as an automated service and simultaneously compares a series of defined parameters in multiple subtitle files. The output report details the comparison results and produces a graphic display which could also be used for manual verification.

Peter Blatchford, Sales and Marketing Director at Starfish commented "The development of this product followed as a natural extension to our very successful subtitle QC application. The accuracy of closed captions and subtitles on TV transmission is increasingly part of a broadcaster's Service Level Agreement. Our automated QC and subtitle comparison technology will help tremendously to ensure more reliable and accurate caption and subtitling services".

The initial sale of Isis Subtitle Compare is to Discovery Communications Europe who were instrumental in developing the software feature set.

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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.

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. Further product and press information can be obtained at www.starfish.tv