



## **IBC 2017 Preview**

### **Starfish to introduce new Transport Stream features at IBC 2017**

**IBC 2017, 15-19 September, Stand 8.B38:** Starfish Technologies, an innovator in broadcast ad insertion technology, will showcase new features for its range of Transport Stream Processing products at IBC 2017.

Joining Starfish Technologies' acclaimed TS Splicer product will be the TS Switch, a software-based transport stream switch designed for stand-alone switching applications, or integrated into automated delivery networks.

Starfish Sales & Marketing Director Peter Blatchford said, "TS Switch is a highly refined switching technology that has been successfully trialled by a major international service provider. It takes advantage of our vast expertise in switching and ad insertion, and is of particular value to those implementing IP-based content delivery systems."

TS Splicer provides simultaneous splicing of more than 20 HD or SD video services on a single server. Supporting MPEG-2, H.264 and H.265 (HEVC) encoded media, TS Splicer's frame-accurate processing is specifically designed to ensure video quality is maintained throughout the process. Audio splicing capability includes AAC, AC-3 and MPEG-1 Layer II streams.

Blatchford adds, “This is the first time our new transport stream switch will be seen in Europe and is a significant step forward in our tradition of introducing innovative and cost-effective products for customers who are implementing, or are looking to implement, IP-based content delivery systems.”

Starfish will also showcase enhancements to its audio description products, which includes simpler and more flexible system configuration, and better browse media handling.

TS Switch, TS Splicer, and audio description improvements will be demonstrated on Stand 8.B38 at IBC 2017. For more information, visit [www.starfish.tv](http://www.starfish.tv)

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#### **About Starfish Technologies**

Founded more than ten years ago, Starfish Technologies has an excellent reputation for meeting international broadcasters’ expectations with innovative products and systems. Starfish solutions are proven in service and have been implemented by an impressive list of international customers.

Starfish has developed a wide range of in-house expertise in technologies including: Video Encoding and Transcoding, Multi-platform delivery, Splicing SDI, Transport Stream splicing, Transport Stream processing, IP Delivery of media streams, Opt-out encoding/decoding, Audio Description, Compliance recording and subtitling. With this broad software expertise and systems design experience, Starfish is ideally suited to build and operate automated systems for media suppliers across a wide range of applications.

Headquartered in Reading, UK, Starfish Technologies is an ISO 9001 registered company. Further product and press information can be obtained at [www.starfish.tv](http://www.starfish.tv)

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