

News Release

Press enquiries Peter Blatchford +44 (0) 7771 287461 email: pete@starfish.tv

Listen out for the new range of Audio Description products from Starfish Technologies at IBC

September 2007, IBC Amsterdam – 8.156. Starfish Technologies announce the launch of a new range of Audio Description products – **Advantage** – at IBC 2007.

Peter Blatchford – Sales and Marketing Director at Starfish commented “We are very excited to be launching our new **Advantage** product range at IBC as the demand to supply Audio Description services is growing rapidly”.

Starfish have been involved with Audio Description technology for a number of years; initially working with the BBC in the UK. Recently the Starfish end-to-end Audio Description system at Red Bee in London has been upgraded and expanded.

Advantage is a complete range of Audio Description tools and utilities including - authoring workstation, output format compilers, file rate converters and a preview tool allowing a customer preview and approval copy to be created quickly and easily.

Peter Blatchford added “we believe the **Advantage** product range positions Starfish as one of the premier suppliers of Audio Description products in the world. All the **Advantage** products are available now and we will be announcing a number of sales to high profile customers at the show.”

ENDS

Audio description is an additional commentary that describes what is happening on the screen or the stage for people who have difficulty seeing the action, body language, facial expressions, costume or scenery.

Royal National Institute of the Blind - London, UK

About Starfish

Starfish Technologies Limited offers a range of innovative solutions in technology areas that include: Closed Captioning and Subtitling, Audio Description, Compliance Logging, Remote Insertion Transmission Systems, Scheduling and Teletext.

Starfish have developed a complete task management solution for Subtitle and Audio Description workflow and have a successful track record of media management project design and implementation. Starfish Technologies is an ISO 9001 registered company. Further product and press information can be obtained at www.starfish.tv