



## News Release

### Starfish launches new Transport Stream Switch

**Reading, UK, 27 March 2017:** Starfish Technologies, a broadcast ad insertion technology pioneer and systems builder, today announced the launch of TS Switch. This is a new, software-based switching product designed for a wide range of transport stream switching applications, including upgrading legacy hardware based installations.

Starfish Marketing Director Peter Blatchford said, "TS Switch is a highly flexible product that incorporates sophisticated algorithms and data manipulation to ensure minimal distribution to downstream devices. It has already been successfully trialled by a major, multinational service provider and the time is now right to make TS Switch available to the general marketplace."

The new switching techniques included in TS Switch build on Starfish Technologies' long-term expertise in switching and ad insertion, and is of particular value to those initiating or contemplating the implementation of IP-based content delivery systems.

TS Switch can switch content from more than 20 HD or SD video services on a single server. It processes MPEG-2, H264 and HEVC/H265 encoded media with audio encoded as AAC, AC-3 or MPEG-1 Layer II streams.

TS Switch will be launched at NAB 2017 and can be found, along with other Starfish products, on Booth N5924.

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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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