



News Release

Starfish partners with US sales and support office

LAS VEGAS, NAB Show 2017, Booth N5924: Starfish Technologies, a pioneer in broadcast ad insertion technology, today announced that it has joined forces with Bridge Digital, a US service and support business, that provides and manages professional services and technology solutions for the media and entertainment industries.

The alliance will help Starfish support the increasing demand for its wide range of technology for ad insertion; regional programme replacement; transport stream splicing and processing; multi-platform delivery and much more.

The new office, located in Nashville, Tennessee is headed by President and Founder Richie Murray who said, "We help media businesses create, manage, distribute and monetize video assets more effectively, and Starfish Technologies' products are a perfect parallel for those endeavours. We are delighted to be working with them as they expand their presence in the growing US market for their technologies, most specifically, their acclaimed TS Splicer ad insertion software."

Starfish Marketing Director Peter Blatchford added, "TS Splicer's clear advantages are gaining significant traction in the U.S. and the time has come to offer local support as we continue to add new features appropriate for the ever-growing range of application areas.

Also at NAB, we are launching a new product, a transport stream switch, which builds on our expertise in this area and adds another ground-breaking product for customers

implementing IP-based content delivery systems. We are delighted to have Bridge Digital's knowledgeable and experienced team of experts on the ground to support the new TS Switch, along with our other transport stream processing products in this crucial market."

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About Bridge Digital

Bridge Digital is a US based integrator and value added reseller with expertise in digital video workflows and the technologies to make them work better. They help creators and owners of digital content build an infrastructure to create, manage, distribute, and monetize their video assets effectively. Further information can be obtained at www.bridgedigitalinc.com

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

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