

# News Release

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## **Starfish announce further Audio Description system sales**

Reading, UK, July 2009... Starfish Technologies has announced further sales of its Advantage Audio Description systems in the UK and internationally.

With recent sales to SKY TV in the UK, Deutsche Hörfilm gemeinnützige in Berlin, Germany and The SubStation in Sydney, Australia, the software is proving popular with broadcasters and outsourced authoring agencies alike.

Audio Description (also known as Video Description or Descriptive Video) is an additional audio commentary that is available alongside normal program sound. It is used to describe key elements of activity such as action, body language, facial expressions, costume or scenery and provided primarily for the benefit of blind and visually impaired people.

Peter Blatchford, Sales and Marketing Director at Starfish commented "We are delighted that an increasing number of TV programmes now include the option of audio description. These recent sales further reinforce Starfish as world leaders in audio description technology".

The latest iteration of the software will be demonstrated at IBC.

ENDS

### **About Starfish Technologies**

Starfish offer a range of innovative and cost-effective technologies for Regional Insertion Systems, Audio Description, Closed Captioning and Subtitling, Scheduling, and Teletext.

Starfish has developed a complete task-management system for Audio Description and Subtitle workflow and has 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](http://www.starfish.tv)