

News Release

Press enquiries

Peter Blatchford +44 (0) 1189 637615

email: pete@starfish.tv

Deluxe Studios gain Starfish Advantage to grow its Audio Description business

Reading, UK, September 2008... Deluxe Digital Studios (DDS) UK has exclusively commissioned Starfish Technologies' audio description software – Advantage - to service its theatrical audio description business. Deluxe is the sole provider of Access services for 20th Century Fox theatrical and home entertainment divisions. Recent features completed at Deluxe on the Starfish system include 'X Files: I want to believe', Cameron Diaz's 'What Happens in Vegas', M Night Shyamalan's 'The Happening' and the soon to be released Liam Neeson vehicle 'Taken'.

“Working in partnership with Starfish to develop an authoring tool specifically designed around our line of business was a real help. We are also able to provide supporting deliverables to DVD and broadcasters with the Advantage add on utilities” said Mazin Al-Jumaili, Business Development Manager at DDS London.

Peter Blatchford, Sales and Marketing Director at Starfish added “We are delighted to have been chosen to supply Deluxe with our Advantage audio description technology as it further reinforces our leadership in the supply of AD technology for TV and theatrical markets.”

ENDS

About Deluxe Digital Studios (DDS) UK

DDS is the UK counterpart of Deluxe's global presence which includes a subtitling division with over 3000 contracted translators worldwide, a DVD and Blu-ray authoring group currently servicing major international studio content, and a foreign language dubbing service. As digital technology for the motion picture and television industries has evolved, so has Deluxe. It leads the way in Digital Cinema packaging services and has a premier digital intermediate process in its EFILM division based in London and Hollywood. Deluxe is one of the largest film labs in the world with bases in London, Rome, Madrid, Barcelona, Toronto, New York and Los Angeles.

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