

## News Release

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### **Starfish announces PAC license agreement with Screen Subtitling**

Reading, UK, April 18, 2012...

Starfish has announced that it has reached a formal agreement with Screen Subtitling to licence the reading of the PAC and Unipac subtitle file formats within its products.

Starfish Technologies, who were founded over a decade ago, develop systems for regional insertion, audio and video description, media task management and captioning and subtitling; an innovative product range which has continually proven itself with a portfolio of international customers.

Screen's Strategic Partnerships Manager, John Birch said: It is a core strategy for Screen to develop and nurture partnerships with key industry players."

"Screen's position of creating a de facto industry standard with our PAC format implies we have a responsibility to ensure continuing consistency amongst users to maintain interoperability."

As the most commonly recognised subtitle file format for high-end professional use, PAC was originated by Screen for exclusive use in its Polistream subtitle transmission systems.

Peter Blatchford, Sales and Marketing Director at Starfish said: Receiving the PAC licence from Screen is a positive step forward in the development of our suite of captioning and subtitling products."

The agreement has led to Starfish being able to incorporate PAC subtitles as part of its subtitle QC product Isis, which launched in July 2011.

It is also used in the Subtitle Compare product that runs as an automated service which simultaneously compares a series of defined parameters in multiple subtitle files. The output report details the comparison results and produces a graphic display which could also be used for manual verification.

On the agreement, John Birch said: "Screen is delighted to have reached an agreement with Starfish; it's further evidence of the cooperative environment that is developing between us and our industry peers."

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## ***About Starfish Technologies***

Founded more than ten years ago, Starfish Technologies has an excellent reputation for meeting international broadcasters' operational requirements with innovative and highly effective products and systems.

The company has extensive expertise in the development and implementation of Video Description/Audio Description, Regional Insertion Systems (Ad insertion and regional program content), Captioning and Subtitling and Media Task Management. 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)

## ***About Screen***

Screen Subtitling Systems is the largest and most experienced supplier of captioning and subtitling systems in the world. In October 2011 the company acquired fellow broadcast company SysMedia.

They provide a range of products to cater for all subtitling needs, from software for subtitle preparation through to subtitle transmission and monitoring systems, all supported through their 24 hour customer care team.

Following the acquisition of SysMedia they now also offer globally respected products for multiplatform, interactive and connected TV, Teletext and the world-leading subtitle preparation software range WinCaps.

Screen was established in 1976 as Screen Electronics. Under its founder, Laurie Atkins, Screen pioneered and launched the first ever electronic subtitling system, providing the first digital character generator to the BBC.

In 2001 Screen took subtitling technologies into the 21st Century with their Polistream transmission and Poliscript preparation products. In 2010, the company was acquired by BNP Paribas as part of the SDI Media group of companies.

Recently, Screen has rapidly established itself as a global industry specialist in Connected TV and frequently speaks on the subject.

Please contact Dean Wales in PR and Marketing for further information and to arrange commentary and/or interviews.

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