

# News Release

*Press enquiries*

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## **Starfish appoints Sales and Marketing Director**

**Starfish Technologies have appointed Peter Blatchford as Sales and Marketing Director to help support the company's growth and expand its international presence.**

Peter has over 25 years of experience working in the TV and digital media industries. He has held senior management positions at a number of leading industry manufacturers including: Avid Technology, Intergraph Computer Systems - Digital Media Division, Accom Video Systems, Grass Valley Group, Abekas Video Systems and Vistek.

Peter holds a BSc in Electronic Engineering

Peter commented: "Starfish is the leading innovator in Subtitling and Teletext technology, but has also developed a wide range of media management capabilities that cover many areas of TV broadcasting workflow. The demand for Starfish product internationally will require an extensive international reseller network and I look forward to building this as a priority. I am delighted to be joining Starfish at this very exciting time for the company."

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### **About Starfish**

Starfish Technologies Ltd is an established leader in the supply of Subtitling and Teletext solutions to the Broadcast TV industry. Starfish also supply a range of specialised technologies for this market including scheduling and compliance recording.

Starfish have developed a range of media management technologies and have a successful track record of media management project design and implementation.

Further product and press information can be obtained from the Starfish website [www.starfish.tv](http://www.starfish.tv)