

## News Release

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### **Rogers Cable, Canada, installs complete Starfish subtitling workflow system**

**Starfish Technologies are delighted to announce a sale in North America to Rogers Cable, the Ottawa-based Canadian broadcaster. Rogers Cable chose a suite of products from Starfish, including Isis-6 Subtitling System, TransCast Load & Go Playout System and Immedia Media Management System, as part of a major infrastructure upgrade.**

Isis-6 produces Line-21 closed-captions, Transcast Load-&-Go stripes captions onto tape prior to transmission, whilst Immedia facilitates the encoding and management of browse video and metadata.

Ray Goff, Technical Director of Starfish, has close ties with North America and was especially proud to win this new customer following discussions at NAB last April: "This sale to Rogers Cable marks our return to the North American captioning market after a break of almost 15 years," he said. "Line-21 is challenging for European software manufacturers in terms of presentation and data delivery, but with over 20 years of experience we have met the challenge. We expect this installation to be the first of many in North America. It's a thrilling opportunity for our development team."

Along with Canadian reseller Michael Flannagan (Video Design Systems), Ray and his Starfish colleagues worked hard to establish a robust relationship with personnel at Rogers. "We went to Ottawa with a 'can do' approach and paid careful attention to the views of managers, technical staff and users," explained Graham Neden, Managing Director of Starfish. "As the customer, they were impressed by our willingness to listen to their needs. Placing this significant order demonstrates their confidence in our ability to deliver the goods."

Peter Blatchford, Director of Sales and Marketing at Starfish added: "This sale is extremely important for Starfish Technologies as it reflects a growing trend with broadcasters who wish to update and automate their subtitling workflow. Starfish are uniquely positioned to fulfil this requirement because of their extensive knowledge of media management, and of course subtitling."

Installation is due to take place in September 2005.

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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.startfish.tv](http://www.startfish.tv)