News Release

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STV Slovakia opts for Starfish Audio Description

NAB, Las Vegas, April 8, 2013...Starfish has announced the sale of an Audio Description (AD) system to the Slovak state broadcaster, STV Radio and Television Slovakia.

As the requirement to include AD as an access service for the visually impaired becomes increasingly mandatory, broadcasters are looking to add this service in the most cost effective manner. STV chose Starfish AD primarily for its highly efficient workflow. The system comprises a dedicated AD authoring workstation for scripting and recording, augmented with automated file-based processing software to create the required DTT format audio signal ready for transmission. The DTT audio pair includes a Mono AD voice and a control track used to produce a 'Receiver Mix' output which is popular in Europe.

Peter Blatchford, Sales and Marketing Director at Starfish said "We were delighted that STV chose Starfish to enable them to meet the government mandate as efficiently as possible. We've pioneered Audio Description technology for more than twelve years and our commitment to provide cost-effective solutions continues."

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About Starfish Technologies

Founded more than ten years ago, Starfish Technologies has an excellent reputation for meeting international broadcasters' expectations with innovative and efficient products and systems. Starfish solutions are proven in service and have been implemented by an impressive list of international customers.

Starfish has developed a wide range of in-house expertise in technologies including: Video Transcoding, Multi-platform delivery, Splicing SDI, Transport Stream splicing, Transport Stream processing, IP Delivery of media streams, Logo insertion, Opt-out encoding/decoding and Compliance recording. With this broad software expertise and systems design experience, Starfish is ideally suited to build and operate automated systems for media suppliers across a wide range of applications.

Headquartered in Reading, UK, Starfish Technologies is an ISO 9001 registered company.
Further product and press information can be obtained at www.starfish.tv