

News Release

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Sit Up, London, chose Starfish Scheduling

Sit-Up and take notice! Sit-Up Ltd are using the Tessera Scheduling System from Starfish Technologies to schedule programming on all five of their TV channels.

Sit-Up Ltd, a digital broadcaster specialising in consumer-auction channels, chose Tessera to schedule five channels' worth of programming because of its EPG capability and its ability to integrate with existing equipment.

Robin Hawkins of Sit-Up says: "Starfish were able to offer a fully featured scheduling system which integrates with the existing Pharos automation system at Sit-Up. Tessera also provides EPG for the Sky, FreeView and NTL platforms which our channels are broadcast on."

Another crucial requirement was that Tessera integrates with the Sky Ad Sales systems. This functionality has allowed Sit-Up to start earning advertising revenue with minimal disruption to their workflow.

ENDS

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