

News Release

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STARFISH SUPPLIES INTEGRATED ENCODING SYSTEM TO LAUNCH TURKISH IPTV CHANNELS.

Reading, UK, May 14th 2014...Starfish Technologies, a company pioneering innovative technologies in the field of Regional Television and Ad insertion for broadcasters, announce the sale of an integrated encoding system to TT Net in Turkey.

TT Net, a subsidiary of Türk Telekom Group, is the largest internet service provider in Turkey with around 7 million subscribers. The ISP is expanding its current VOD platform by adding a suite of Pay TV channels and consequently needed a system for encoding both HD and SD TV channels for IP distribution within Turkey. The requirement included the ability to process closed captions and control the system routing.

Working with local system integrator AVKOM Teknoloji A.Ş., Starfish proposed a solution where all these functions were integrated into a quad channel encoding system running on generic enterprise grade IT server hardware. Each Starfish encoder was configured to support 2 HD and 2 SD video inputs. The system also employed Starfish's sophisticated web - based monitoring technology to allow for remote monitoring and redundancy switching.

Peter Blatchford, Marketing Director at Starfish commented, "We are delighted to have offered TT Net a highly integrated solution to fulfil its new IPTV initiative. Our technology dramatically reduced system complexity and physical size/power requirements." He added, "We enjoyed working with Avkom to help launch this very important service to the Turkish market."

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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 products and systems. Starfish solutions are proven in service and have been implemented by an impressive list of international customers.

Starfish have developed a wide range of in-house expertise in technologies including: Video Encoding and Transcoding, Multi-platform delivery, Splicing SDI, Transport Stream splicing, Transport Stream processing, IP Delivery of media streams, Opt-out encoding/decoding, Audio Description, Compliance recording and subtitling. Starfish are world leaders in Audio Description technology and offer a complete product range and file based workflow. 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