

## News Release

*Press enquiries: Peter Blatchford +44 (0) 1189 357253*

*email: [pete@starfish.tv](mailto:pete@starfish.tv)*

### **Starfish launch full Video Description product range at NAB 2012 - Booth N4119**

Reading, UK, March 12, 2012... Pioneering Video Description Systems (VDS) since 1999, Starfish Technologies will launch the latest versions of its product range to the U.S. market at NAB 2012.

Working with U.S. distributor MPro Systems of Los Angeles, Starfish VDS enables broadcasters to meet the requirements of the FCC legislation that becomes effective in July 2012. "We have extensive experience of implementing VDS in Europe, where the technology is more commonly known as Audio Description," said Starfish Sales and Marketing Director Peter Blatchford. "In partnering with MPro Systems we are now perfectly placed to deliver and support our end-to-end VDS technology to U.S. users."

The Starfish product range includes a dedicated creation workstation, a complement of software-based audio processing modules for creating linear audio files, and a traditional timecode-locked server system for real-time audio mixing and playout. "For more than a decade our focus has been to develop easy-to-use products, creating high quality Video Description within an extremely efficient workflow" concluded Blatchford.

###

#### ***About Starfish Technologies***

Founded more than ten years ago, Starfish Technologies has an excellent reputation for meeting international broadcasters' operational requirements with innovative and highly effective products and systems.

The company has extensive expertise in the development and implementation of Video Description/Audio Description, Regional Insertion Systems (Ad insertion and regional program content), Captioning and Subtitling and Media Task Management. Headquartered in Reading, UK, Starfish Technologies is an ISO 9001 registered company. Further product and press information can be obtained at [www.starfish.tv](http://www.starfish.tv)

### ***About MPro Systems***

MPro Systems is a Manufacturers' Representative Company specializing in sales, service, training and product marketing. Headquartered in Los Angeles, MPro Systems is engaged with customers and technologies for broadcast, production, post production and new media. Further information at [www.mprosystems.net](http://www.mprosystems.net)