

News Release

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IBIS and Starfish Technologies working on enhanced MAM feature set

Expansion of iFind MAM search capability to include Starfish extracted subtitle files

NAB 2010, Las Vegas, April 9th 2010: IBIS today announced the integration of subtitle searching into its successful iFind Media Asset Management application set. This represents another important addition to the growing feature set for iFind.

In an industry where managing your media in increasingly diverse versions and variants, the ability to be able to search for and to find media by subtitle content is vital. IBIS iFind, with its integrated audio mining, document searching and management of video and audio assets, can now be used to check the editorial compliance of vernacular languages right up to the point of delivery. Using Starfish Technologies subtitle extraction and decode capability, getting the correct material on air quickly with IBIS iFind is now possible. IBIS Marketing Director Andrew Winter says 'Starfish and IBIS are enjoying a close working relationship which ultimately will benefit broadcasters, content providers and delivery platforms. We are very excited to be working together on such an important addition to iFind Media Asset Management.'



Starfish Marketing Director Pete Blatchford added 'The ability to search subtitles for additional information about a media file will add significant capability for users. We are delighted to be working with IBIS to add this functionality to their market leading media management technology'.

About Starfish Technologies

Starfish offer a range of innovative and cost-effective technologies for Regional Insertion Systems, Audio Description, Closed Captioning and Subtitling, Scheduling, and Teletext. Starfish has developed a complete task-management system for Audio Description and Subtitle workflow and has a successful track record of project design and implementation. Starfish Technologies is an ISO 9001 registered company.

Further product and press information can be obtained at www.starfish.tv

About IBIS

IBIS produces a range of applications and products to enable the broadcaster to create an open and scaleable Media Asset Management solution. IBIS' distinctive and user-friendly web-based interface minimizes installation and training time and is equally suited to broadcast, post and b2b workflows. Further product and press information can be found at www.ibis.tv

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