News Release

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Starfish announce Isis subtitling QC software and initial sales

Reading, UK, April 7, 2010... Starfish Technologies has announced the launch of Isis QC, a new subtitle Quality Checking product and its purchase by two major broadcasters.

Sales to MTV Networks Europe and Discovery Communications Europe have helped establish Isis QC as a practical and effective solution to subtitle file Quality Checking for demanding broadcasters.

Peter Blatchford, Sales and Marketing Director at Starfish commented "We are delighted to have made these initial sales. The broadcasters' provided invaluable feedback in helping to define the feature set. Isis QC can detect a range of problems with closed caption and subtitle files and will help to improve the quality of the overall transmission and reduce SLA infringements saving unnecessary financial penalities."

Starfish also offer an Audio Descripton (Descriptive Video) QC product, and are currently developing further enhancements to this technology.

ENDS

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 media management project design and implementation. Starfish Technologies is an ISO 9001 registered company.
Further product and press information can be obtained at www.starfish.tv