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STARFISH MIGRATES ITS ENTIRE PRODUCT LINE TO BLUEFISH444

New Products to Integrate Bluefish444's new Epoch Core Card

S. Melbourne, Australia, April 18, 2009...Bluefish444 today announced that Starfish Technologies Ltd. has committed to migrate its entire product line to Bluefish444 SD Dual Link Pro and SD Single Link Pro video i/o cards.

Starfish Technologies products that will integrate the Bluefish444 card include the RIS (Regional Insertion System) Encoder as well as two subtitle systems, EnVision Live and TransCast DVB Live. Starfish offers a range of systems for closed captioning and subtitling, audio description, and regional insertion (ad insertion) systems.

"We switched to Bluefish444 cards because of the availability of its very flexible and complete API," says Starfish Sales & Marketing Manager Peter Blatchford. He points to Bluefish444's Direct Show filters, a software subset used for displaying media and the ability to pass full VBI data, as the crucial feature that made the Bluefish444 cards the ideal fit for Starfish products. "The reality is that Bluefish444 had this capability and some of the other card manufacturers didn't," says Blatchford. "For our applications, it was essential."

Chief among Starfish's "smart technology" products is the RIS (Regional Insertion System) that can be custom-tailored to each client's specific needs. The system manages the switch from national channel transmission to local advertisements and live feeds. All the video within the RIS solution utilizes Bluefish444 cards. "Our RIS enables highly targeted advertising campaigns that can be priced according to the market," says Blatchford. "The channel can be highly regionalized to the local needs of the audience."

Starfish also uses Bluefish444 cards for EnVision Live, a complete hardware and software solution for open caption insertion in broadcast TV applications, and TransCast DVB Live, the latest generation software to extract VBI (teletext) subtitles from an SDI video input signal and transmit as DVB subtitles in real-time.

Starfish also has several products in the pipeline that will take advantage of Bluefish444's upcoming Epoch HD card. "We're planning new product releases for mid-2009," says Blatchford. "With the Epoch Core card, we can build a single HD version of our new software product and use the scaler modules on the Epoch board to convert input from SD-to-HD and vice versa."

"This is the kind of feature-rich capability we've come to expect from Bluefish444," Blatchford adds. "Bluefish444 has been a solid partner in the evolution and growth of our product lines."

Garry Davis, Director, Bluefish444 Europe, notes that, "Starfish is the first partner to take advantage of the Bluefish444 Epoch Core card." "Starfish consistently creates innovative products for the broadcast market. We are happy to be a part of their success."

About Starfish:

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

About Bluefish444:

Bluefish444 is a division and brand name of Bluefish Technologies Pty Ltd. Based in S. Melbourne, Australia. It is a leading supplier of uncompressed video cards for the Windows and Linux operating systems. Its video graphics cards are used by a number of OEMs specializing in broadcast solutions. By continuing to work with workstation vendors and resellers, Bluefish444 has made it easier for end-users to purchase off-the-shelf Windows-based editing, animation and compositing solutions, making sure that the hardware is optimized for analog, SD SDI and HD SDI solutions. For more information on Bluefish444, please visit the website at www.bluefish444.com.

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