

INTERWOVEN INC GOES PRIMETIME WITH BLUEFISH444

Interwoven is a global leader in content management solutions. Interwoven's software and services enable organizations to effectively leverage content to drive business growth by improving the customer experience, increasing collaboration, and streamlining business processes in dynamic environments. Its unique approach combines user-friendly simplicity with robust IT performance and scalability to unlock the value of content. Today, more than 4,200 enterprise and professional services organizations worldwide have chosen Interwoven, including: Adidas, Airbus, Avaya, Cisco, DLA Piper, the Federal Reserve Bank, FedEx, HSBC, LexisNexis, Microsoft, Samsung, Shell, Samsonite, White & Case, and Yamaha. Over 20,000 developers and over 300 partners enrich and extend Interwoven's offerings.

Interwoven's marketing department, like most fast-paced Silicon Valley software businesses, has to be able to keep ahead of the competition. By bringing its production services like video and multimedia, print collateral, and events production in-house, it's able to act faster than an outside agency and keep tighter control of its messaging. The affordability of products from Bluefish444 and Apple has made this possible.

Interwoven utilized Digital Voodoo's D1 Desktop for several years, but because of technology advancements in the computer industry, particularly in the area of PCI to PCIx, it needed to upgrade and chose Bluefish444's SD|Prime.

Jeff Cowan, Director of Marketing and Communications at Interwoven Inc., states, "There was nothing wrong with my old card on the old machine. It is a seriously robust capture card. I chose the Bluefish444 SD|Prime because it best suited my needs and was actually less expensive than my Voodoo card from many years ago!"

He continues, "What I like best about the SD|Prime card is that it simply works. Many companies claim 'out of the box' connectivity but few can live up to it. The Bluefish444 team has done their homework and this product really works 'out of the box. I also love the integrated serial connection since that is a long-gone feature of most computer systems, and therefore no serial/USB converters are necessary. The card has more than lived up to my expectations."

All of Interwoven's work is corporate, but they prefer the highest quality that 10-bit video provides similar to what television broadcasting experiences. The SD|Prime allows Interwoven Inc. to have the quality it demands at a price they can afford.

Mr. Cowan concludes, "Because of the low cost to entry with products from Bluefish444 and Apple, I believe there will be a resurgence in having in-house production teams, much like businesses did 10, 15 and even 20 years ago when video communication was king but very cost prohibitive. That barrier no longer exists."