

BROADCAST ASIA STAND 6Q1-06

Bluefish444 Media Contact: Daniel Clissold
+61 3 9682 9477, marketing@bluefish444.com

Bluefish444 Support for Advanced 4K HDR Workflows with the Latest Versions of Adobe Video Tools
GPU accelerated 4K HDR workflow support for Bluefish444 video cards with the Adobe Creative Cloud video tools

N. Melbourne, Australia, May 22, 2017 – [Bluefish444](http://bluefish444.com), manufacturer of the industry's highest-quality uncompressed 4K/2K/HD/SD SDI, HDMI & ASI video I/O cards and mini converters for the professional video industry, now supports advanced 4K HDR workflows with the latest versions of the [Adobe® Creative Cloud® CC](https://www.adobe.com/au/creativecloud) video apps, utilising [Bluefish444 Epoch video audio and data I/O cards](http://bluefish444.com).

Bluefish444 Epoch SDI and HDMI solutions are perfectly suited for professional video production with [Adobe Premiere® Pro CC](https://www.adobe.com/au/creativecloud), [Adobe After Effects® CC](https://www.adobe.com/au/creativecloud) and the other Adobe video tools that are part of Adobe Creative Cloud, including the newest versions announced by Adobe today. With GPU-accelerated performance for emerging post-production workflows including 4K high dynamic range (HDR) and Video Over IP, Adobe and Bluefish444 video cards provide an ideal technology combination for creating cutting edge content.

Bluefish444's Adobe Mercury Transmit support for Adobe Premiere Pro CC, After Effects CC, Adobe Audition®, and other tools brings improved performance in the most demanding workflows requiring real-time video I/O from UHD and 4K high frame rate sequences.

Bluefish444 Epoch video card support adds:

- HD/SD SDI input and output
- 4K/2K SDI input and output
- 12/10/8-bit SDI input and output
- 4K/2K/HD/SD HDMI preview
- Quad Split 4K UHD SDI
- 2 Sample Interleaved 4K UHD SDI
- 23, 24, 25, 29, 30fps video input and output
- 48, 50, 59, 60fps video input and output
- Dual Link 1.5Gbps SDI
- 3Gbps Level A & B SDI
- Quad Link 1.5Gbps & 3Gbps SDI
- AES digital audio
- Analogue audio monitoring
- RS-422 machine control
- 12-bit video colour space conversions

"Bluefish444 works with the Adobe video team to ensure customers can make the most of advances in the industry, and the Adobe apps, including GPU acceleration technologies," said Tom Lithgow, Bluefish444 Product Manager. "Recent updates have enabled performance which was previously unachievable. Thanks

to GPU acceleration, and Bluefish444's Adobe Mercury Transmit plugin, Bluefish444 and Adobe users can be confident of smooth real-time video performance for UHD 4K 60fps and HDR content."

"Adobe Creative Cloud opens up a world of possibilities for creatives. Our robust apps coupled with advanced graphics solutions like the Bluefish444 powerful I/O cards give video pros the performance, and image fidelity they need for modern high-resolution workflows," said Sue Skidmore, head of partner relations for professional video at Adobe.

You can find more information about Bluefish444's integration with the latest versions of Adobe applications at bluefish444.com

About Adobe

In April 2017, a sweeping update in Adobe Creative Cloud for video became available to help filmmakers and video producers collaborate and streamline video workflows. The Creative Cloud release delivers new features for graphics and titling, animation, polishing audio and sharing assets; support for the latest video formats, such as HDR, VR, and 4K; new integrations with Adobe Stock; and advanced artificial intelligence capabilities powered by Adobe Sensei. Announced at Adobe Summit 2017, Adobe Experience Cloud also allows brands to deliver connected video experiences across any screen at massive scale, while analysing performance and monetising ads. For more information, visit www.adobe.com.

About Bluefish444:

Bluefish444 is the manufacturer of the industry's highest-quality uncompressed 4K/2K/HD/SD video cards for the Windows, macOS and Linux operating systems. Its video cards are used in broadcast, feature film and post-production markets for editing, animation, compositing, color correction, restoration, digital intermediate, 3D and IPTV applications.

Bluefish444 cards have been used on award-winning feature films, commercials, music videos and sports events worldwide. Bluefish444's range of video cards are incorporated in video servers, encoders, decoders and character generator solutions by numerous 3rd party OEM manufacturers, in addition to other niche & mainstream applications.

Founded in 1998, Bluefish444 is a division and brand name of Bluefish Technologies Pty Ltd., which is based in North Melbourne, Australia. Its products are distributed via an extensive sales channel of OEMs, dealers, and system integrators globally. For further information, visit bluefish444.com

All trademarks used herein, whether recognised or not, are the properties of their respective companies.