

NAB SHOW STAND SL10021

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

Bluefish444 to Demonstrate Advanced 4K HDR Support with the Latest Versions of Adobe Video Tools at NAB

See GPU accelerated 4K HDR workflows with Bluefish444 KRONOS and the Adobe Creative Cloud video tools at NAB Show 2017

N. Melbourne, Australia, April 19, 2017 - Bluefish444, manufacturer of the industry's highest-quality uncompressed 4K/2K/HD/SD SDI video cards, will demonstrate advanced 4K HDR support with the latest versions of the Adobe® Creative Cloud® CC video apps at NAB Show 2017 utilising the all new Bluefish444 KRONOS video, audio and data I/O card.

Bluefish444 Epoch and forthcoming KRONOS SDI, HDMI, and Video Over IP I/O solutions are perfectly suited for professional video production with Adobe Premiere® Pro CC, Adobe After Effects® CC 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.

During NAB 2017, Bluefish444 will show 4K HDR and 4K high frame rate video workflows leveraging GPU technologies, for both the Windows and MacOS platforms. 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.

Bluefish444 will be exhibiting at NAB Show 2017, demonstrating Epoch and forthcoming KRONOS video I/O support for the Adobe Creative Cloud video apps. Demonstrations will include 4K high frame rate video preview from Adobe Premiere Pro CC on the MacOS platform. Bluefish444 will also demonstrate HDR toolset of Adobe Premiere Pro CC outputting the highest quality SDI to the Sony BVM-X300 HDR 4K SDI reference display.

Adobe at NAB

At NAB 2017, a sweeping update in Adobe Creative Cloud for video will be 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 analyzing performance and monetizing ads. Attendees at this year’s NAB can get a closer look at the newly available features at the Adobe booth (#SL4010, South Hall in the Las Vegas Convention Center). 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.