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BLUEFISH444 ANNOUNCES HD/SD COMPATIBILITY WITH BTI ENGAGE CG

HD/SD ingest and playout from BTi Engage CG

N. Melbourne, Australia, March 9, 2017 – Bluefish444, manufacturer of the industry's highest-quality uncompressed 4K/2K/HD/SD SDI video cards, announces compatibility with Engage CG from Business Technology, Inc. (BTi).

Engage CG is an innovative macOS master control graphics platform developed by BTi for broadcasters. It empowers news brands to present viewers with beautiful real-time information tickers, whether the content is being viewed via over-the-air broadcast or an online stream.

Engage CG fully integrates with other BTi software, allowing for a combination of school closings with sports scores, severe weather alerts, news, and election results. Engage CG can be used to automatically reposition routine tickers when an emergency weather crawl is urgently required, or integrate candidate tweets from Twitter while election results are displayed.

Bluefish444 and BTi have worked together to qualify Bluefish444's Epoch | Neutron video card range with BTi's Engage CG software, providing a reliable and easy-to-use solution to generate and broadcast dynamic information to viewers. By taking advantage of the low latency hardware keyer within the Epoch | Neutron video card, Engage CG users can add overlays to a broadcast at full 12-bit precision with only microseconds of delay, resulting in the best possible preview quality for viewers.

"BTi are recognized as an innovative macOS developer for a host of broadcast workflows", said Craige Mott, Managing Director of Bluefish444. "We value their partnership and offer the BTi customer base the highest quality and most reliable SDI I/O to perfectly compliment Engage CG."

"The support we have received from the Bluefish444 team has been great, and has allowed our integration between their video cards and our Engage CG software to be successful", said Fred McCoy, Director of National Sales at Business Technology, Inc. "The high quality and reliable nature of their hardware was the reason we wanted to work with Bluefish444, and we hope we can continue to build the partnership in future."

Bluefish444's Epoch | Neutron range of video I/O cards, compatible with Engage CG, are available from Bluefish444 authorised distributors and resellers worldwide. For more information, please visit bluefish444.com

About Business Technology, Inc:

BTi is a provider of software solutions to the broadcast television industry. These solutions automatically collect, manage and deliver data in the proper format for presentation to the viewing audience.

BTi is the leading innovator of mobile data services for broadcast in the United States, providing app and widget connections to elections, school closings, breaking news, and weather. For further information on BTi, visit www.bti.tv

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

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