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### **BLUEFISH444 ANNOUNCES HD/SD INTEGRATION WITH MEDIA-ALLIANCE ONDA AUTOMATION**

*HD/SD playout from Media-Alliance ONDA Automation*

S. Melbourne, Australia, October 18, 2016 – Bluefish444, manufacturer of the industry’s highest-quality uncompressed 4K/2K/HD/SD SDI video cards, announces integration with ONDA Automation from Media-Alliance.

ONDA is a scheduling and automation playout suite developed for broadcasters. Playout automation and the scheduler share the same database, thus assuring fast access to data and simultaneous edit of the playlist when scheduling changes. ONDA manages secondary events like GPI triggers and basic CG or advanced 2D/3D animated CG systems like ClassX.

ONDA can integrate with other Media-Alliance workflow solutions such as VIVA Ingest, Borneo MAM and Witness Compliance recording.

Bluefish444 and Media-Alliance are actively working together to qualify Bluefish444 hardware and software in other parts of the broadcast workflow chain supported by Media-Alliance. Currently, Bluefish444’s freely bundled IngeSTore software is being evaluated for ingest, and Bluefish444’s integration with CasperCG is being evaluated for advanced 2D/3D animated CG.

“Media-Alliance are an industry stalwart with a sophisticated suite of industry-proven workflow solutions for broadcasters”, said Craig Mott, Managing Director of Bluefish444. “We are confident that Bluefish444’s proven hardware reliability, stability and quality will benefit Media-Alliance’s customer base.”

“For many years I was looking at Bluefish444 with the respect reserved for the highest quality products, especially with their well-known driver stability, hardware reliability, and 12-bit processing capability. I had always hoped to have a chance to collaborate with an organisation producing such superlative electronics”, said Giovanni Soldi, CEO/MD of Media-Alliance. “And finally, I’ve succeeded. We are currently updating all of our products to support Bluefish444, starting with ONDA playout automation, with our NewsMaster software for news playout automation the next product that we work on.”

Bluefish444’s Epoch | Supernova CG and Epoch | Neutron video cards, compatible with ONDA Automation playout, are available from Bluefish444 authorised distributors and resellers worldwide. For more information, please visit [www.bluefish444.com](http://www.bluefish444.com).

#### **About Media-Alliance:**

Media-Alliance is a leader in software development worldwide, empowering Broadcasters to produce and manage digital media with multi-platform and multi-format file-based workflows. The Media-Alliance product line exploits the full potential of MediaXplorer as the central system steering all television production and media management tasks for news, sports, program production and archiving departments. For further information on Media-Alliance, visit [www.media-alliance.com](http://www.media-alliance.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 South Melbourne, Australia. Its products are distributed via an extensive sales channel of OEMs, dealers, and system integrators globally. For further information, visit [www.bluefish444.com](http://www.bluefish444.com)

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