

### NAB SHOW STAND SL10021

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#### **BLUEFISH444 AND 7THSENSE DEMO PROJECTION MAPPING AT NAB SHOW 2017** *Bluefish444 Epoch card and 7thSense Delta Media Server form winning combination*

N. Melbourne, Australia, April 13, 2017 - [Bluefish444](http://bluefish444.com), manufacturer of the industry's highest-quality uncompressed 4K/2K/HD/SD video I/O cards for the Windows, macOS and Linux operating systems, is partnering with [7thSense Design](http://7thSenseDesign.com) for a projection mapping demonstration at [NAB Show 2017](http://NABShow2017.com).

Bluefish444 have created a multi-faceted structure, which will be suspended above stand SL10021 at NAB Show 2017, and serve as a projection surface. Dynamic content will be projected onto the three-dimensional surface streaming from a [7thSense Delta Infinity Media Server](http://7thSenseDeltaInfinityMediaServer.com). The Delta Media Server prepares content for projection mapping to almost any surface, and provides 4K 60 fps SDI video to the projector through the [Epoch | 4K Neutron Turbo](http://Epoch4KNeutronTurbo.com).

Bluefish444 and 7thSense have worked closely to facilitate this demonstration for NAB Show attendees and are pleased with the results, which highlight the flexibility and performance of the 7thSense Delta Infinity Media Server, and the quality, speed and reliability of Bluefish444 4K SDI video cards.

"Working with 7thSense has been an absolute pleasure and the Delta Media Server has surpassed expectations in quality and usability," states Tom Lithgow, Product Manager, Bluefish444. He continues, "Bluefish444 are always looking to innovate and to demonstrate this innovation. The 4K projection mapping project for NAB Show driven by our Epoch card and the 7thSense server, is the perfect example of this."

"The Bluefish444 range of products has been a trusted and reliable solution for many of our SDI-based applications, ranging from single channel HD30 to 8K x 2K 10-bit 4:2:2 at 60 fps," explains Andy Robinson, Systems and Support Manager for 7thSense Design. "As an uncompressed playback solution providing pixel-for-pixel accuracy, we are able to showcase the capabilities of the Epoch | 4K Neutron Turbo with the highest image fidelity possible."

To see the demonstration in person, visit Bluefish444 on stand SL10021 at NAB Show 2017. For further information on Bluefish444's partnership with 7thSense, visit [bluefish444.com](http://bluefish444.com)

#### **About 7thSense Design:**

7thSense Design is a multi-award-winning specialist software and hardware company with expertise in high-end media serving and projection onto any surface, whether flat, curved, fulldome or even non-standard shapes. The company designs and supplies its own Delta Media Server product range which provides real-time uncompressed video serving, show creation and display matching for a variety of markets including 3D theatres, theme parks, visitor attractions, Live Events, Giant Screen Cinemas and Planetariums. 7thSense Design technologies and solutions are often used in many of the world's most compelling and challenging of video and audio environments.

For more information, visit [www.7thsensedesign.com](http://www.7thsensedesign.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](http://bluefish444.com)

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