

Bluefish444 Media Contact: Sharon Adcock
+1.616.312.2036, SkiAdcock@aol.com

**BLUEFISH444 ANNOUNCES INTERACTIVE WORKFLOW PRESENTATIONS
WITH INDUSTRY EXPERT & ADOBE CERTIFIED MASTER TRAINER AT NAB 2016**

Simon Walker, Adobe Certified Trainer presenting VR, 4K & HDR SDI Workflows with Bluefish444

S. Melbourne, Australia, April 16, 2016 – Bluefish444, manufacturer of the industry's highest-quality uncompressed 4K/2K/HD/SD SDI video cards, announced industry expert and Adobe Certified Master Trainer Simon Walker will conduct daily interactive workflow presentations at the Bluefish444 booth SL-9021 at 2pm on Monday, Tuesday and Wednesday during NAB 2016.

Focusing on the emerging technologies being adopted by Bluefish444 and technology partners alike, Simon will discuss and demonstrate workflows ranging from Virtual Reality (VR) through 4K and High Dynamic Range "HDR" video production and post. Additionally demonstrations will cover workflows for day to day efficiency improvements in 2K / HD / SD production and post production, techniques required in today's demanding media industry.

Simon will also be offering a G-Technology ATC drive raffle prize to visitors of the Bluefish444 stand during the workflow demonstrations.

Simon is one of only ten Adobe Certified Master Trainers globally and is an instructor for the International Colorist Academy (ICA). He trains industry professionals in shooting, editing, motion graphics, visual effects, colour correction, grading, audio sweetening, video compression and on-line finishing and legalizing techniques.

Simon provides professional training internationally and spent almost two months in Rio de Janeiro, working with the editors for the FIFA World Cup 2014. Training was provided for Premiere Pro, After Effects, Audition and SpeedGrade production techniques where a Bluefish444 Epoch | 4K Supernova Turbo system was deployed to achieve 4K 60fps capture and output from Adobe Premiere Pro.

Simon has trained broadcast production staff all over the world, for the BBC, BBC Post, BskyB, Sky Sports, Discovery Channel, ITV, CNN, Turner, ABC, Bloomberg TV, Sony, Met Film School, B&H Photo, Scripps Networks International, University of Salford, University of Falmouth, The National Film and TV School, The MET Film School, Hogarth Worldwide, VCU Doha, Star Sports India, Zee TV, Prime Focus Technologies, and Mtunes, as well as at numerous media agencies and TV production companies.

About Bluefish444:

Bluefish444 is the manufacturer of the industry's highest-quality uncompressed 4K/2K/HD/SD video cards for the Windows, Mac OS X 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 S. 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

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