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BLUEFISH444 SHOWCASES COMPLETE VR WORKFLOW AT NAB
360 Video SDI Camera Recording to VR Post Production 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 it has brought together some of the industry's best VR tools from camera right through to VR headset.

Bluefish444 will demonstrate a complete VR workflow at the Bluefish444 NAB 2016 booth SL9021, featuring live 360 SDI video camera recordings from five IOindustries Flare 2KSDI cameras in a custom VR rig from Inter Video.

SDI video cameras will be integrated into the custom camera rig to capture and create a 360 degree video of the NAB Show floor. Live multi-channel SDI capture with Bluefish444 Epoch | 4K Neutron Turbo and an all new version of Bluefish444's ingeSTore software. Captured media will be accessible from Studio Network Solutions EVO shared storage network and can be made available to compatible content creation tools while media is still being recorded through the new ingeSTore feature "Edit-While-Record".

"Bluefish444 is proud to join with experts of the industry to provide an end to end VR 360 degree video production and post production workflow, live on the NAB 2016 show floor," said Tom Lithgow Bluefish444 Product Manager "VR tools are making their way into the content creation applications that Bluefish444 users rely on for editing, VFX, colour and finishing all enhanced by Bluefish444 SDI and HDMI video cards."

Content creation tools supporting VR workflows will access the 360 degree video files directly from shared storage with Nuke stitching together the individual video files into the equirectangular file format, a common video format for 360 degree video content. The equirectangular video files are then edited together using Adobe Premiere Pro CC with new VR preview capabilities. Assimilate SCRATCH will be used to colour correct and finish with SDI / HDMI preview provided by Bluefish444 Epoch | 4K Neutron video cards. The final results will be available to view through the Assimilate SCRATCH VR suite and an Oculus Rift VR headset.

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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