NAB SHOW 2018 STAND SL9021

Bluefish444 Media Contact: Daniel Clissold
+61 3 9682 9477, marketing@bluefish444.com

BLUEFISH444 TO DEMONSTRATE VIDEO OVER IP SOFTWARE API FOR SMPTE 2022
Bluefish444 "IPConnect" API supporting industry standard 10Gb Network Interface Cards

North Melbourne, Australia, February 8, 2018 - Bluefish444, manufacturer of the industry's highest-quality uncompressed 4K SDI, ASI, Video Over IP & HDMI I/O cards, and mini converters, for the professional video industry, will be demonstrating their API supporting industry standard 10Gb NICs for SMPTE 2022 software de-encapsulation of SDI video on stand SL9021 at NAB Show 2018.

With the media industry migrating to Video Over IP technology, Bluefish444 customers have increasingly asked for additional access to alternative interfaces from SDI I/O provided by Epoch hardware. The IPConnect extension for the cross-platform Bluefish444 SDK enables new and existing Bluefish444 customers to access video, audio and ancillary data via the current SMPTE 2022 Video Over IP standard. Access to SMPTE 2022-6 is provided to SDK developers through a lightweight, but powerful interface using similar architecture to the Bluefish444 SDK for Windows, Linux and Mac OS.

"Bluefish444 have worked hard to develop a seamless interface for our customers to access Video Over IP standards, without dramatic changes to their core applications," said Tom Lithgow, Bluefish444 Product Manager. "We are very happy to announce IPConnect, and to invite new and existing customers to explore how this interface will simplify their transition to IP standards of video and audio transport."

IPConnect allows Bluefish444 customers to capture from existing SMPTE 2022-6 video sources, across 10Gb Network infrastructure. This 10Gb network can be accessed via a standard, off-the-shelf Network Interface Card (NIC), allowing the use of existing equipment alongside Bluefish444 SDI video hardware. As Video Over IP standards mature, and new technology emerges, these future standards and protocols will be added to this interface.

Bluefish444 IPConnect supported features:

- 422 single link 1.5G SMPTE 2022-6 capture
- 422 single link 3G (Level A) SMPTE 2022-6 capture
- 16 Channel Audio Decoding
- RP 188 Timecode
- Additional Ancillary data

Bluefish444 will be giving a technical demonstration of IPConnect on stand SL9021 at NAB Show 2018. Using the new SDK interface, Bluefish444 have quickly and easily added support for SMPTE 2022-6 capture into its IngeSTore software, Adobe Premiere Pro CC and to the Bluefish444 Avid OpenIO plug-in.

About Bluefish444

Bluefish444 is the manufacturer of the industry's highest-quality uncompressed 4K SDI, ASI, Video Over IP & HDMI I/O cards for the Windows, macOS and Linux operating systems. Its video cards are used not only in traditional broadcast and post-production, but also in emerging workflows such as live events, immersive graphics, augmented reality and Video Over IP. Bluefish444 has a growing presence in industries adopting professional video such as the medical, automotive, defence and mining industries.

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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