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Ideal Systems integrate Bluefish444 supported workflows

[Ideal Systems](#), established in 1989, provides media and audio visual related integration services for the broadcast, telecommunication, government, education and enterprise industries in Asia, with over 300 projects completed in 29 years.

Ideal first came across [Bluefish444](#) as a result of deploying [MediaProxy](#) systems for logging off-air video and audio signal monitoring for regulators requiring advertisement verification. Bluefish444 have a direct OEM agreement with MediaProxy to supply [Epoch video cards](#) as high-quality baseband SDI inputs to MediaProxy servers. Ideal have deployed more than 250 logging channels based on MediaProxy with Bluefish444 hardware throughout Asia.

When the move from Final Cut Pro 7 was underway, Ideal decided to move their clients to a more robust and flexible cross-platform NLE environment, such as [Adobe Premiere Pro](#). They found that Bluefish444's Adobe cross-platform support perfect for SDI/HDMI NLE workflows, enabling Ideal to repurpose many of their customers' existing Apple hardware for the switch. Ideal considered two other SDI video card manufacturers and did some head-to-head testing. The final decision was to go with Bluefish444 due to its stability, better quality, and direct and quick access to Bluefish444 support when needed.

Ideal Systems, having had positive experiences with [Bluefish444 Epoch video cards](#), decided to evaluate the [Bluefish444 Synapse mini converter range](#) for signal conversion. They tested the [Synapse HDMI120](#) for off-air signal monitoring, and the [Synapse SDI110](#), converting from SDI to HDMI, to feed multiple large screen monitors for NOC, Master Control and Production Control rooms.

"Synapse has helped to provide a much-needed reduction in complexity for ease of operations. A large SEA broadcaster has utilised hundreds of Bluefish444 converters due to some of its unique professional features as well as its reliability for 24/7 critical operation," commented Updesh Singh, Director of Technology at Ideal Systems.

Ideal identified clients who want to ingest multiple feeds for edit while record that do not require the extra functionality or cost of more complex and expensive server solutions. Specifically, Ideal wanted a workflow solution to ingest multiple feeds directly to a storage subsystem such as NAS or SAN to make available the growing files for edit within a few seconds of ingest. They found Bluefish444's complementary [IngeSTore software](#) up to the task. IngeSTore is able to capture up to 4 SDI video sources simultaneously, and is commonly used in multicam and ISO recording, archive from tape and near live production via edit-while-record.

Bluefish444 have forged [extensive industry partnerships](#) with many software manufacturers throughout the breadth of the professional video industry. For an integration services business like Ideal, it is a great advantage to know that after having already qualified and successfully installed Bluefish444's quality, reliability and flexibility, the same video cards can be further deployed by Ideal, in other workflows and use cases.

Over the past few years Ideal have been very focused on building both knowledge and integration technologies for the future broadcast studio and media industry, including Ultra High Definition, High Dynamic Range, Video Over IP, and Augmented and Virtual Reality. [Bluefish444 KRONOS](#), the next generation Bluefish444 PCIe video, audio and data capture and layout card, covers all the aforementioned technologies and more. One of the unique benefits Ideal can see with KRONOS is the ability for one

solution to meet so many varied workflows, with SDI, HDMI and Video Over IP standards such as SMPTE 2022 and 2110.

The full Ideal Systems case study is available on the [Bluefish444 website here](#).

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 www.bluefish444.com

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