**SMPTE 2017 STAND C54**

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

### BLUEFISH444 DEMONSTRATES LATEST HARDWARE AND SOFTWARE INTEGRATIONS AT SMPTE 2017
*New IngeSTore version 1.1, 4K SDI to NDI, and Advanced 4K HDR support*

N. Melbourne, Australia, 13 July, 2017 – Bluefish444, manufacturer of the industry's highest-quality uncompressed 4K/2K/HD/SD SDI video cards, will be demonstrating their new IngeSTore version 1.1, advanced 4K HDR support, and 4K SDI to NDI compatibility with NewTek Connect Pro.

Bluefish444 released the latest version of their IngeSTore software earlier in the year, and will be demonstrating HD capture using a Sony SDI video camera. IngeSTore is Bluefish444's free multi-channel capture software compatible with all Bluefish444 video cards. It captures multiple simultaneous channels of 3G/HD/SD-SDI to popular media files for archive, edit, encoding or analysis. This free update to IngeSTore software adds important new functionality including additional CODEC upgrade options, "Edit-While-Record" functionality, and additional support for shared storage, including AVID shared storage.

Bluefish444 will also be showing their integrations with Adobe® Premiere® Pro CC and Avid® Media Composer®. Bluefish444 has advanced 4K HDR support with the latest versions of both of these video tools, and will be demonstrating this using their Epoch | 4K Supernova S+ video card with a Sony PVM-X550 SDI monitor.

Bluefish444 have also partnered with Blonde Robot for a 4K SDI to NDI demonstration utilising an Epoch | 4K Supernova S+ video card and NewTek's Connect Pro software. The collaboration between Bluefish444 and NewTek enables input and output of SDI video signals up to 4K 60p as part of an NDI-based IP workflow. This allows Bluefish444 installations globally to implement interconnected, Ultra HD production workflows comprised of SDI and IP-based technologies.

To see Bluefish444 at SMPTE 2017, you can find them at stand C54. The 4K NDI demonstration will be on Blonde Robot stand B22. If you can't make it to the show, you can find more information about Bluefish444 at bluefish444.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

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