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### BLUEFISH444 LAUNCH ONLINE SHOP

*Purchase Synapse Converters, IngeSTore Codec Licences and Bluefish444 merchandise online*

North Melbourne, Australia, May 23, 2018 – [Bluefish444](#), manufacturer of the professional video industry's highest-quality uncompressed 4K SDI, ASI, Video Over IP & HDMI I/O cards and mini converters, has launched the [Bluefish444 Shop](#), offering [Synapse Converters](#), [IngeSTore Codec Licences](#) and [Bluefish444 merchandise](#).

Bluefish444's free multi-channel capture software, [IngeSTore](#), offers multiple [codec licenses](#) to capture SDI to a range of industry-standard file formats. [BlueCodecPack](#) gives users access to Avid DNxHD 10/8-bit, ProRes, H.264, AVC-Intra, XDCAM codecs, and an [optional JPEG 2000](#) codec. [BlueCodecPack](#) also gives users Edit-While-Record functionality, to allow for editing within [Adobe® Premiere® Pro CC](#) and [Avid® Media Composer](#) while the file is still being recorded.

For those only requiring only Avid DNxHD codecs, the Avid-certified [Avid DNxHD Codec](#) licence enables uncompressed SDI to be encoded into Avid-compliant OP-ATOM DNxHD 8-bit media, and can provide a simultaneous capture and playout solution within [Avid Media Composer](#) and [Avid Pro Tools](#). The [Bluefish444 Shop](#) allows quick and easy access to purchase these codec licences for IngeSTore.

Bluefish444 have included their [Synapse Converters](#) in the [Bluefish444 Shop](#), allowing customers to buy directly from any location, worldwide. The Synapse Mini Converter range delivers high quality video and audio signal conversion in a small form-factor, with [second-to-none build quality and reliability](#). Convert 3G/HD/SD-SDI to HDMI, HDMI to SDI and for those with analogue equipment and footage they want to digitise, convert analogue video/audio to SDI.

There is a range of [Bluefish444 merchandise](#) available in the shop, including [t-shirts](#) and [caps](#). Purchase online the same range of merchandise and giveaways that Bluefish444 offer at industry trade shows throughout the year.

For further information regarding IngeSTore, Synapse Converters or the Bluefish444 Shop, visit [bluefish444.com](http://bluefish444.com)

#### 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](http://www.bluefish444.com)

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