

IBC SHOW 2018 STAND 7.B44

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Bluefish444 Add Video Over IP and 4K HDR I/O to the Latest Versions of Adobe Video Tools

GPU-accelerated 4K HDR video output via Bluefish444 Epoch and KRONOS product lines with the latest Adobe Creative Cloud video tools

North Melbourne, Australia, September 13, 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, announces SMPTE 2022/2110 [Video Over IP](#) and 4K HDR support for the latest versions of the Adobe® Creative Cloud® video apps.

Bluefish444 [KRONOS](#) and [Epoch](#) SDI, HDMI, and Video Over IP I/O solutions are perfectly suited for Adobe's professional video production tools, such as [Adobe Premiere® Pro CC](#) and [Adobe After Effects® CC](#). Existing Epoch customers will have the ability to capture SMPTE 2022-6 Video Over IP streams directly within Adobe Premiere Pro CC through standard off-the-shelf 10Gb Network Interfaces, thanks to Bluefish444 IPConnect support. Customers opting to upgrade to KRONOS Optikos hardware will have access to capture and playout of SMPTE 2022/2110 Video over IP, in addition to groundbreaking 4K high frame rate HDR workflows via SDI and HDMI video I/O.

With GPU-accelerated performance for emerging post-production workflows, including 4K, VR and high dynamic range (HDR), Bluefish444 video cards and Adobe Creative Cloud video tools provide an ideal technology combination for creating cutting-edge content in all environments from broadcast to post-production.

Bluefish444 will be demonstrating the upcoming [KRONOS Optikos](#) video I/O card, outputting SDI from [Adobe Premiere Pro CC](#), with a simultaneous SMPTE 2110 uncompressed IP stream via 10Gb Ethernet to a KRONOS-integrated broadcast graphics system. This shows a typical workflow for live events and broadcast to allow the addition of channel branding or other graphic overlays of a live video feed. Media from IngeSTore server 3G will be accessed by Adobe Premiere Pro CC while recording continues for a live [Edit-While-Record](#) workflow made possible through the growing files support of Bluefish444 IngeSTore software and Adobe Premiere Pro CC.

“Bluefish444 works with the Adobe video team to ensure users can make the most of advances in the industry, and the Adobe apps,” said Tom Lithgow, Bluefish444 Product Manager. “Thanks to GPU acceleration, and Bluefish444's Adobe Mercury Transmit plugin, our many shared customers can be confident of smooth real-time video performance for UHD 4K 60fps and HDR content.”

“Performance is a priority for video production, enabling editors and content creators to focus on the creative process,” said Sue Skidmore, head of partner relations for professional video at Adobe. “Bluefish444 graphics accelerate production with outstanding playback and beautifully rendered images.”

Bluefish444 will be demonstrating Adobe Premiere Pro CC with the [KRONOS](#) Optikos on stand [7.B44](#) at [IBC Show 2018](#). You can find more information about Bluefish444's integration with the latest versions of Adobe applications at bluefish444.com/adobe

Adobe at IBC 2018

At IBC 2018, Adobe will reveal new video features coming soon to Adobe® Creative Cloud® that bring creative power, production efficiency, and connected tools for broadcasters, brands, filmmakers, and online content creators. The upcoming release will include new production tools for motion graphics, color, audio, animation and immersive content. IBC attendees can see the features, available later this year, at the Adobe stand (#7.B35). For more information, visit www.adobe.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 I/O cards are used in broadcast, feature film and post-production markets for editing, animation, compositing, colour 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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