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Bluefish444 Demonstrates Support for next release of Adobe Premiere Pro CC *See improved 4K HDR Post-Production workflows with Adobe video tools at IBC*

S. Melbourne, Australia, September 7, 2016...Bluefish444, manufacturer of the industry's highest-quality uncompressed 4K/2K/HD/SD SDI video cards, will demonstrate advanced 4K HDR support with the upcoming versions of the Adobe® Creative Cloud® CC video apps at IBC 2016.

Bluefish444 SDI and HDMI video IO solutions are perfectly suited for professional video production with the Adobe Premiere® Pro CC and the other Adobe video tools, including the latest features being previewed at IBC 2016. With improved performance for modern post-production workflows, Adobe and Bluefish444 video cards provide an ideal technology combination for creating cutting edge content.

At IBC 2016, Bluefish444 will show 4K High Dynamic Range and 4K High Frame Rate video workflows for both the Windows and MacOS platforms, using the latest Adobe Creative Cloud software. With Bluefish444's Adobe Transmit support for Adobe Premiere® Pro CC, After Effects® CC, Adobe Audition®, and the other tools as well as, improved Dynamic Link in Premiere Pro and After Effects, users will experience improved performance and more fluid workflows across their applications.

Bluefish444 Epoch video card support adds;

- SD /HD SDI input and output
- 2K / 4K SDI input and output
- 8/10/12 bit SDI input and output
- SD / HD / 2K / 4K HDMI preview
- Quad Split 4K UHD SDI
- 2 Sample Interleaved 4K UHD SDI
- 23, 24, 25, 29, 30 fps video input and output
- 48, 50, 59, 60 fps video input and output
- Dual Link 1.5Gbps SDI
- 3Gbps Level A & B SDI
- Quad Link 1.5Gbps & 3Gbps SDI
- AES Digital Audio
- Analogue Audio Monitoring
- RS422 Machine Control
- 12-bit video colour space conversions

"Bluefish444 works closely with Adobe to ensure our customers are able to make the most of the advances in the industry, including new capabilities in the Adobe video tools, as these become available," said Tom Lithgow, Bluefish444 Product Manager. "Bluefish444 brings exceptional video IO to Adobe users, helping them with leading-edge 4K HFR and HDR professional video workflows."

"Professional SDI video IO from Bluefish444 expands the graphics toolset for Adobe Premiere Pro users, giving them the image precision required for working with high resolution HDR content," said Sue Skidmore, partner relations for professional video at Adobe.

Bluefish444 is exhibiting at IBC 2016 in Stand 7.J07, where it will demonstrate its professional video IO support for the Adobe Creative Cloud apps. Demonstrations will include 4K High Frame Rate video preview from Adobe Premiere Pro CC on the Mac OS X platform. Bluefish444 will also demonstrate Epoch | 4K

Supernova S+ Turbo output with the Sony BVM X300 high dynamic range 4K SDI display, utilising the HDR toolset of Adobe Premiere Pro CC.

Bluefish444 and Adobe experts will be on hand throughout the IBC show to advise attendees on their content creation workflows.

About Adobe at IBC 2016:

Adobe offers video tools to meet today's high velocity content demands across both new and traditional platforms. At IBC 2016, Adobe is showcasing new features coming soon to its industry leading Adobe Creative Cloud with innovations in audio, editing, motion graphics and collaboration for a new kind of connected creativity. With a powerful integrated workflow, whatever the media, from 8K camera formats to new VR content, Adobe video tools allow filmmakers and post-production teams to create impactful content while moving freely from application to application without interrupting the creative flow. Learn more about new features coming to Adobe Creative Cloud and Primetime at www.adobe.com/go/video, or visit Adobe at IBC Hall 7, Stand 7.G27.

About Bluefish444:

Bluefish444 is the manufacturer of the industry's highest-quality uncompressed 4K/2K/HD/SD video cards for the Windows, Mac OS X 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 S. 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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