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BLUEFISH444 ADDS TICO LIGHTWEIGHT COMPRESSION TO BLUEFISH444 SDK

Tico 4:1 compression to support 4K 60fps over a single 3G SDI cable

S. Melbourne, Australia, April 16, 2016 – Bluefish444, manufacturer of the industry's highest-quality uncompressed 4K/2K/HD/SD SDI video cards, is showcasing support for intoPIX TICO lightweight compression in the Bluefish Software Development Kit at NAB 2016.

The TICO lightweight 4:1 compression scheme, known as SMPTE RDD35, will allow Bluefish444 customers to access uncompressed quality video at one quarter of the bandwidth to be transported over existing SDI infrastructure and emerging IP technologies.

"With TICO lightweight compression our customers will be able to provide products capable of delivering 4K 60fps video over a single 3G SDI cable, infrastructure which is already well established globally," says Tom Lithgow, Bluefish444 Product Manager. "Making our customers solutions, which are based around Bluefish444 SDI IO hardware, compatible with TICO compression allows for the building of both end to end Bluefish444 SDI solutions and also provides interoperability with other TICO compatible products."

Bluefish444 will show how TICO lightweight compression enables 4K 60FPS video to be transported over a single 3G SDI link, normally requiring Quad Link 3G SDI for uncompressed video. The Epoch | 4K Neutron, Epoch | 4K Supernova and Epoch | 4K Supernova S+ ranges will benefit from the TICO support provided by the Bluefish444 SDK and will be available in Q3 2016.

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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