Broadcast Asia Booth
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Bluefish444 Brings 4K HDR to Broadcast Asia 2016 with Ideal Systems

Bluefish444 and Ideal Systems showcase industry leading 4K UHD and High Dynamic Range SDI video at Broadcast Asia 2016

S. Melbourne, Australia, May 16, 2016 – Bluefish444, manufacturer of the industry's highest-quality uncompressed 4K/2K/HD/SD SDI video cards, will join Ideal Systems booth 5D4-02 at Broadcast Asia 2016 to showcase 4K SDI/HDMI post production workflows. A High Dynamic Range (**HDR**) 4K demonstration will show how Bluefish444 video cards and Adobe video tools bring pictures to life with super realistic colours and highlights.

Content creators utilise Bluefish444 Epoch | 4K Supernova S+ Turbo for 4K UHD & HDR SDI video preview from within popular applications such as Assimilate SCRATCH, AVID Media Composer and others. Bluefish444 and Ideal Systems will show HDR video displayed on a Sony BVM X300 4K OLED broadcast HDR monitor using Bluefish444 4K HDR SDI preview from within Adobe Premiere Pro CC.

"4K workflows are a speciality of Bluefish444 video products with a range of solutions already distributed in the field globally" said Tom Lithgow, Bluefish444 Product Manager "HDR video workflows are another huge step towards giving content creators the ability to make hyperrealistic video and Bluefish444 are again at the forefront of supplying the tools required"

In addition Bluefish444 will demonstrate how the same video card used to monitor and create 4K HDR programming can be re-configured for multi-channel SDI ingest, driving workflow efficiencies. The Epoch 4K | Supernova S+ video card can ingest up to four streams of HD 1080 / 720 / or SD video in a single system. Bluefish444 ingeSTore software enables capture of multiple simultaneous channels of SD/HD/3G SDI to popular media files for archive, edit, encoding or analysis. IngeSTore drives efficiency in the digitization workflow by enabling multiple simultaneous recordings from VTR's, cameras and any other SDI source.

A new update to ingeSTore software adds strongly demanded new functionality including additional CODEC upgrade options and "Edit-While- Record" feature. Additional CODEC options in IngeSTore v1.1.0.0 include MPEG, XDCAM, Cineform, JPEG 2000, AVCi, DV, DVCPro, and DVCPro.

The much anticipated "Edit-While- Record" functionality allows editors who use popular NLE's to access captured files while they are still being recorded to disk. This feature is used in live broadcast video workflows and in time critical environments when media needs to be accessed while live recordings continue uninterrupted. Popular content creation tools such as Avid Media

Composer, Adobe Premiere Pro CC, and Assimilate SCRATCH can output SDI and HDMI with Bluefish444 video cards while ingeSTore is recording and the files are growing in size and length.

Bluefish444 and Ideal Systems will demonstrate the live production Edit While Record workflow with ingeSTore and the post 4K HDR workflow at Broadcast Asia 2016 at Ideal Systems Booth 5D4-02 and at Bluefish444 Booth 5A8-07.

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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