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**BLUEFISH444 INTRODUCES INTERNATIONALLY CREATE RANGE OF COST-EFFECTIVE
CROSS PLATFORM 3G SDI VIDEO CAPTURE CARDS
FOR HIGH END POST-PRODUCTION INDUSTRY**

S. Melbourne Australia, September 10, 2009.... Bluefish444 today introduced to the international community its cross platform Create range of 2K/HD/SD 3G SDI uncompressed video cards, which are available immediately. This extremely high quality range of cost effective PCIe cards are bundled with the Bluefish444 Symmetry acquisition, preview and playout software, and support Apple Final Cut Studio 2, Adobe Creative Suite 4, Autodesk Combustion and 3D Studio Max, and Eyeon Digital Fusion for use in DCC.

What differentiates the Create range from its competitors is the onboard 12 bit video processing, and Sinc(x) hardware scaling that combine to enable real-time format conversion at an amazing quality.

The 12 bit video processing used throughout these cards offers four times the quality of traditional 10 bit pixel depth video processing. This allows for a very high quality of colour space conversion that is essential for compositors and animators.

Footage can be ingested and stored in the graphic / compositing software's native RGB file formats, which removes the need for CPU intensive YUV to RGB conversion of source material when previewing and rendering. The 12 bit RGB to YUV colour space conversion also allows projects to be previewed in the highest quality YUV broadcast colour space without rendering a YUV version of the project.

The hardware based 25 X 25 tap Sinc(x) scaling algorithm provides for a 1/128th sub pixel scaling accuracy. This combined with the 12 bit-processing enables the Create scaling module to up, down and cross convert between 2K, HD and SD video resolutions in real-time at the highest quality.

These on board conversions alleviate the need for external converters and allow for a highly flexible workflow. High-resolution source material can be down-converted and captured in an offline resolution giving an offline/online workflow. Alternatively, a project can be worked on at its online resolution, and monitored / mastered at a different resolution.

Both the on board 12-bit processing and scaling remove some of the processing load from the host workstation. This will be reflected in shorter render times, and the ability to perform more real time effects, making for a more efficient workflow.

Create Range of Products Targeted for Specific Workflows

There are three different models available; Create | HD, Create | 2K and Create 2K | Ultra each targeting a specific workflow within the digital content creation markets.

1) Create | HD for DCC HD/SD 4:2:2 workflows

Create | HD is targeted at the uncompressed HD/SD digital content creation workflow. It is ideal for creative artists looking to connect digital VTR's, cameras and monitors working in either HD or SD SDI.

Create | HD allows for hardware based real-time up, down or cross-conversion during capture or playback. The same hardware based scaler intuitively accelerates real time effects within supported NLE and compositing software. Additionally, dual SDI outputs allow for original and converted signals to be output simultaneously.

2) Create | 2K for file based digital Intermediary 4:4:4 & 4:2:2 workflows

Create | 2K is targeted at the file based workflow of independent film making. Ingested files are edited and previewed within Adobe CS4 and Final Cut Studio as part of an offline workflow. The offline project can then be used to reconform colour corrected material and mastered to SD, HD or 2K resolutions in either single or dual link output modes.

Create | 2K has 3 X 1D LUT's on all outputs allowing for calibration of the display device and log/linear conversion.

Create | 2K's DVI / HDMI preview output contains a high quality hardware based scaler. This converts the selected input or output to the LCD / Plasma's native resolution and frame rate, bypassing the lower quality internal scaler of the LCD / Plasma. This provides for low cost and flexible monitoring within the workflow as a wide range of TFT, Plasma and projectors can be used.

Create | 2K incorporates the Create | HD feature set and builds upon it by having dual link output and a high quality DVI / HDMI preview output.

3) Create 2K | Ultra for all digital Intermediary dual link 4:4:4 I/O workflows

Create 2K | Ultra is aimed at the 4:4:4: I/O digital intermediary workflow. Bluefish444 has built its reputation on RGB workflows and Create 2K | Ultra brings together our 10 years of expertise in a cost-effective product integrated tightly with Symmetry for windows DI acquisition, preview and playout.

Create | 2K Ultra incorporates the Create | HD and Create | 2K feature sets and builds upon them by having a dual link input.

Create range common hardware feature set

The 4-lane PCIe Create products all share a common set of features that meet the minimum requirement for today's uncompressed digital content creation workflow;

* 8/10/12 bit 3G SDI I/O

* 16 channels of embedded audio

- * RP 188 timecode
- * 6 channels of AES/EBU balanced digital audio I/O for 5.1 surround sound
- * 8 channels of AES/ID3 unbalanced digital audio I/O for 7.1 surround sound
- * 2 channels of analog audio unbalanced RCA output
- * RS422 deck control
- * 3 X 1D LUT's
- * 3:2 pulldown
- * Audio sample rate converters
- * Genlock
- * Internal keyer
- * Safe title and letterbox generator

Create range bundled with free software plug ins & Windows based Symmetry DI software

All Create products include free plug ins for Apple Final Cut Studio 2, Adobe Creative Suite 4, Autodesk Combustion and 3D Studio Max, and Eyeon Digital Fusion. The Create range is an operating system agnostic uncompressed SDI digital content creation tool, compatible with the industry's most popular software products and workstations.

Bluefish444's renowned Windows based Symmetry DI, acquisition, preview and playout software is bundled with each Create product. Symmetry was developed for composers, animators and digital intermediary DPX and Cineon 4:4:4 I/O users to simply and frame accurately capture selected media to and from a VTR or any SDI source.

"Bluefish444 is targeting the DCC artist who values the highest quality 12 bit hardware based processing in their workflow. Real time, high quality scaling of the I/O creates workflow choice and efficiency" said Craig Mott, Managing Director. He continued, "Bluefish444 is a recognized market leader in uncompressed RGB workflows. Through the Create range we have brought our expertise to three distinct workflows using a combination of the most widely used DCC software in the industry with unsurpassed video quality."

The Create range of products will be available in the 2nd quarter of 2009 and start from \$USD 1,795. Details of the Create models are available from www.bluefish444.com or through worldwide resellers.

About Bluefish444:

Bluefish444 is a division and brand name of Bluefish Technologies Pty Ltd. based in S. Melbourne, Australia. It is a leading supplier of uncompressed video cards for the Windows, MacOSX and Linux operating systems. Its video capture cards are used by a large number of OEMs specializing in broadcast and digital intermediary solutions. By continuing to work with workstation vendors, system integrators and resellers, Bluefish444 has made it easier for end-users to purchase off the shelf Windows and Mac OSX based editing, animation and compositing solutions making sure that the hardware is optimized for analog, and 2K/HD/SD SDI solutions. For more information on Bluefish444, please visit the Bluefish444 website at www.bluefish444.com

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