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**BLUEFISH444 INTRODUCES INTERNATIONALLY EPOCH RANGE OF 2K/HD/SD PCIe 3G
SDI & 3D STEREOSCOPIC CAPABLE VIDEO CAPTURE CARDS CONTAINING
NEW RAPIDFLOW+MR² TECHNOLOGY**

Applications include digital intermediary, digital content creation, video servers, encoding, decoding & streaming of MPEG And H.264, live and non-live CG supporting Windows, Linux and Mac OSX operating systems

S. Melbourne Australia, September 10, 2009....Bluefish444 today introduced to the international community its Epoch range of video cards, which are available immediately. Epoch is a modular and extremely powerful product line of cost effective multi channel 2K/HD/SD SDI PCIe uncompressed video cards containing a new Bluefish444 technology called RapidFlow+MR²

RapidFlow+MR² is a technology allowing the highest quality real-time hardware scaling for format conversion and extreme workflow flexibility through highly flexible signal routing. This technology is implemented in two optional hardware modules onboard the Epoch video card called Jetstream and VariVue

Epoch, Jetstream and VariVue use the RapidFlow+MR² technology to work together seamlessly to enable up, down or cross conversion of any input or output video signal to/from Epoch while simultaneously routing the converted video signal(s) to any combination of Epoch's monitoring and output options, all at the highest possible quality.

Epoch Video Capture Cards

Epoch video boards contain all the features of their predecessor 2K|Lust and HD|Fury boards, except they now feature a higher performance 4 lane PCIe bus interface allowing multi channel full duplex operation.

In addition, Epoch video boards contain a host of new features such as 12 bit SDI processing, 3G SDI support, 3D Stereoscopic capability, embedded audio, embedded time code and full duplex DMA of 1.1 GB/sec data transfer rate to enable developers to simultaneously capture and playback up to two streams of HD.

New to the Epoch boards is the software-controlled on board master routing resource (MR²). The master routing resource acts like a telephone exchange for super connectivity, allowing video streams passed to the Epoch video card via BNC or host workstation to be routed to any of Epoch's multiple outputs simultaneously, using the Jetstream or Variview hardware module if desired.

The master routing resource (MR²) within Epoch enables a user to flexibly configure the Epoch's main and preview outputs to suit their individual workflow. This flexibility of workflow enables users to make better use of their existing video equipment and time. There is no longer the need for external converters, or, to output or ingest each format required through individual passes.

Jetstream Hardware Module

The Jetstream hardware module is an optional dedicated video hardware scaling module that is fitted to the Epoch video card. Once fitted, Jetstream provides the highest quality real - time video scaling up or down or cross conversion of any video resolution to any other video resolution including, if needed, non-standard industry resolutions.

The Jetstream hardware provides two independent hardware scaling modules, each containing;

- 12 bit video processing
- Sinc(x) video interpolation algorithm utilizing 25 X 25 TAPS
- 1 / 128th sub pixel scaling accuracy
- module bandwidth of twice regular HD 4:2:2
- frame rate conversion
- 3:2 pull down

Epoch video cards can have up to two Jetstream hardware modules added to effectively double the scaling capacity. Each Jetstream hardware module is intuitively programmed to act singularly or in concert with a second Jetstream hardware module to scale high bandwidth video streams. Accordingly, even the highest bandwidth video signals such as two simultaneous streams of 3G SDI can be real – time scaled down to resolutions less than SD SDI if required.

VariVue Hardware Module

The VariVue hardware module is an optional dedicated video hardware scaling and preview module that is fitted to the Epoch video card. It acts as a low cost, high quality third preview option to the Epoch video board for LCD / Plasma devices. Once fitted, VariVue provides the highest quality real – time DVI / HDMI preview options for the Epoch's SDI I/O.

Each VariVue hardware module contains the same hardware scaling technology enabled in Jetstream and in addition provides the following capture and playback preview options:

- SDI previewed as 8 bit DVI up to 1920 X 1200p 60 Hz 4:4:4
- SDI resolutions previewed as 8 bit HDMI up to 1920 X 1200p 60 Hz 4:2:2 / 4:4:4 with 8 channels of 24 bit embedded audio.

The VariVue hardware module allows users to preview their DVI / HDMI output in the LCD / Plasma's preferred native resolution, bypassing the lower quality internal scaler of the preview device.

The scaling component of VariVue hardware is ideally suited to the 2K workflow, enabling 2K files to be down converted and output as HD/SD resolutions in DVI / HDMI. This provides a low cost LCD/Plasma monitoring option that would not be otherwise available to the 2K workflow as LCD/Plasmas devices cannot display native 2K resolutions.

Bundled Software, Plug-ins and API's

Epoch video cards come bundled with the renowned Windows Symmetry application enabling media to be ingest and output using a variety of formats including 10 bit 4:4:4 Cineon and DPX. Also bundled with Epoch is a host of free plug-ins for Apple Final Cut Studio 2, Adobe Creative

Suite 4, Autodesk Combustion and 3D Studio Max, Eyeon Digital Fusion and Drastic Technologies Media NXS and Quick Clip Pro.

Epoch video cards support Windows Direct Show, Windows and Linux C++ API's and Mac OSX. Any existing OEM application can be re-compiled using the new SDK, making it compatible with the new range of Epoch cards and reducing development time.

“Epoch with it's RapidFlow+MR² technology and modular design was engineered to deliver uncompressed video processing with unparalleled quality while allowing the maximum workflow flexibility,” said Craig Mott, Managing Director of Bluefish444 “Bluefish444 has built its reputation on high quality 4:4:4 digital intermediary solutions and now we have extended our product line through Epoch to suit any professional video user of uncompressed SDI. Epoch works just as well for high bandwidth DI 3G SDI RGB workflows as it does for low bandwidth real time video encoding for IPTV / DVD production and everything in between, including live broadcast.”

Six Different Models Available

In total there are six separate Epoch models available as pre configured products containing the Jetstream and VariVue already loaded if required. Details of the Epoch models are available from www.bluefish444.com or through worldwide resellers. Epoch video cards start from \$USD 2,495.

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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