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**BLUEFISH444 INTRODUCES MAJOR NEW FUNCTIONALITY TO EPOCH &
CREATE UNCOMPRESSED SDI CAPTURE CARDS**

*Free Driver Upgrades For Windows 7, Apple OS X
Snow Leopard and Linux Operating Systems*

S. Melbourne Australia, January 25th, 2010.... Bluefish444 announced today the immediate availability of major new functionality to the Epoch and Create series of uncompressed SDI video capture cards, via a series of new free installers posted to the Bluefish444 homepage.

“The release of three new independent drivers adds an incredible amount of new functionality to the Epoch and Create video cards” said Craige Mott, Managing Director of Bluefish444. “Bluefish444 now has expanded workflow solutions for Adobe CS4 users on Windows 7, an uncompressed SDI digital intermediary RGB I/O workflow for Apple Snow Leopard & FCS3 users and significant new SDK functionality for 3rd party Windows & Linux developers.”

The latest Windows installer (V5.8.2) for Epoch and Create includes support for the Windows 7 operating system, with new functionality added to the Adobe CS4 plug ins and new features added to the Symmetry bundled software.

New features within Adobe Premier 4.2 running under Windows 7 includes support for 10 bit Cineon / DPX, 8 bit RGBA Targa and 8 bit YUV AVI file formats, as well as SDI preview of Sony XDCAM EX/HD and Panasonic P2 DVCPRO 50/HD and AVCHD Codecs from the Adobe Premiere timeline.

Bluefish444 Epoch and Create Adobe Premiere users can now edit projects in an expanded workflow from uncompressed RGB film through to wedding videos for budget conscious professionals using the expanded range of supported file formats and codecs.

Bluefish444's Symmetry acquisition, review and playout software running under Windows 7 includes expanding the number of embedded audio channels from 8 to 16 to support the increasing number of 3rd party 16 channel embedded audio devices.

New functionality in the latest Apple Mac OS X installer (V7.9.3) for Epoch and Create includes support for Snow Leopard OS X (10.6.2) and QuickTime 7.6.3, Final Cut Studio 3, Apple's ProRes 4444 codec, and Bluefish444's 4:4:4 codec.

Bluefish444 Epoch and Create users now have access to an end to end Apple Mac based 444 I/O digital intermediary workflow utilizing the Bluefish 4:4:4 codec, Apple ProRes 4444 codec and the dual link capabilities of Epoch and Create all at the highest possible 12 bit video.

Major new functionality in the latest Windows / Linux SDK driver (V5.9.0.24) for Epoch includes support for 32/64 bit Windows & Linux operating systems, two simultaneous independent streams of HD SDI I/O, and Level A, 3G SDI.

The new driver for Bluefish444's SDK significantly expands the number of operating systems that 3rd party OEM developers can utilize as compatible with Epoch.

Support for simultaneous independent streams of HD SDI I/O provides a 3D Stereoscopic SDI I/O workflow solution via a single video card instead of two individual video cards.

All three drivers are immediately available for download from the Bluefish444 homepage at www.bluefish444.com

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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