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### **HEGO GROUP EMBRACES NEW BLUEFISH444 EPOCH VIDEO CAPTURE CARDS**

*Broadcast and sports industry tools provider Hego Group will port Bluefish444 Epoch Range of 2K/HD/SD PCIe 3G SDI & 3D Stereoscopic Capable Video Capture Cards to their information management and live television production products*

S. Melbourne Australia, April 18, 2009.... BlueFish444 announced today that the Hego Group has chosen to support the new Bluefish444 Epoch range of video capture cards. The cards will be integrated throughout the Hego Group's portfolio, continuing a longstanding relationship between the two companies. Among the first Hego Group products to feature the new Epoch cards will be their AKI Paint, AKI Virtual Placement, AKI Virtual Football, AKI LiveBox and AKI Graphics lines.

"We were alpha testers of Bluefish444's new Epoch video capture cards and were very pleased with their performance," said Hego Group Managing Director Tomas Bastinec. "We've had to use other solutions but prefer to work with Bluefish444 boards. The Hego Group have an expanding range of products that need HD support, and this lower cost PCIe solution impressed us. BlueFish444's SDK is backwards compatible, very important in a fast changing business. And their dual channel Epoch 2K Horizon in particular is terrific because it allows for dual channel input, using only one slot in the workstation instead of two, reducing cost and complexity, and increasing reliability."

Hego Group products will be featured within Bluefish444's stand at NAB. On show will be, AKI Paint an easy to use telestrator system, AKI Virtual Placement for virtual advertising in a live broadcast, and the AKI Virtual Football system for virtual graphics at sports events.

Bluefish444 has a high level of respect for the Hego Group's approach to the market, and has committed to support their efforts through technical and sales support, including a presence together at NAB. "Their team has been very successful," said Garry Davis, Director of Bluefish444 Europe. "I have allocated resources in the European office to ensure they can maintain their momentum. They have a very high level of technical competence which makes supporting them much more enjoyable."

The continued collaboration between the two companies signals a significant milestone for Bluefish444, which has just introduced the Epoch video cards product line at NAB. The cost effective multi channel 2K/HD/SD SDI PCIe uncompressed video cards were engineered to deliver uncompressed video processing with unparalleled quality while allowing the maximum workflow flexibility. Epoch is designed to work 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.

**About Hego Group:**

The Hego Group provides the broadcast and sports industry with powerful tools for information management and production of live television. The offering contains products and services for real-time 3D graphics, virtual graphics, newsroom automation, sports analysis and information management. The company also provides all creative support services such as design of TV-graphics, video editing and music production. Hego was founded in 1969 in Sweden and has since then been in the forefront regarding development of live television graphics and results systems. Hego was in 1973 one of the first companies in the world with an electronic clock running on-screen on live television. Hego has since then developed from being a technology driven company to become a full-service information management provider for the sports and broadcast industry. For more information on Hego Group, please visit [www.hegogroup.com](http://www.hegogroup.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 and Linux operating systems. Its video graphics cards are used by a number of OEMs specializing in broadcast solutions. By continuing to work with workstation vendors and resellers, Bluefish444 has made it easier for end-users to purchase off the shelf Windows based editing, animation and compositing solutions making sure that the hardware is optimized for analog, SD SDI and HD SDI solutions. For more information on Bluefish444, please visit the Bluefish444 website at [www.bluefish444.com](http://www.bluefish444.com)

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