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BLUEFISH444 TO SUPPORT IVS' NLE PRODUCT

Bluefish444 Support "an Important Win" Says IVS CEO

S. Melbourne Australia, April 18th, 2009...Bluefish444 announced today that IVS Interactive Video Systems' nonlinear-editing system ivsEdits will support Bluefish 4:4:4 cards from build 306 (Version 1.1) forward.

"Support for Bluefish is an important win for us," says Roberto Castellano, CEO of IVS. "We started the development for this fantastic product family immediately after we met the Bluefish444 team at IBC 2008. Later, many users from many countries asked us to support their Bluefish444 cards, since they were happy with the products and all post-sales support offered by the company, especially its readiness to solve all user needs."

ivsEdits is an advanced, HD/SD/2K resolution-independent NLE software, based on the most advanced technologies available today. "Many competitors are convergent in their features and graphical user's interface," says Castellano. "ivsEdits wants to be different, because we think that there are better ways to edit."

"The Bluefish444 team has shown a great willingness to meet the needs of our developers," Castellano continues. "We realized that Bluefish444 was a company whose talented people will make even better products in the near future. When we received the hardware we were surprised by its great versatility and, above all, the highest quality analog video. At the same time, its retail prices are very competitive with those of the most fierce competitors, who are not able to get the same results."

"I am very pleased that IVS has chosen to include support for our cards", said Garry Davis, Director of Bluefish444 Europe. "During testing I have found the software intuitive to use. I also liked the multi-format timeline and ability of the software to render effects in real-time. I look forward to testing future releases supporting our Create and Epoch range of cards."

About Interactive Video Systems (IVS)

IVS is an Italian company specializing in solutions for digital video and content creation. The company develops proprietary solutions for graphics, displays, cinema, TV and distributes superior products in the sectors of professional audio-visual media, and high-end IT solutions. For more information, visit <http://www.ivs.it/indexEng.htm>

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 website at www.bluefish444.com.

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