

FOR IMMEDIATE RELEASE

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Bluefish444 announces availability of retail Directshow filters supporting Microsoft's Windows Media Encoder and direct show compatible consumer and professional applications

Las Vegas, April 16, 2005...Bluefish444 announces that direct show filters compatible with its entire product line will be available in the 5.1 retail installer in May 2005 supporting Microsoft's Windows Media Encoder and a range of consumer and professional direct show based applications. The direct show filters will also be made available through the Bluefish444 software development kit for OEM developers.

Microsoft Windows Media Encoder users can encode via Bluefish444 SD or HD SDI hardware to WMV files from SDI / analog sources such as pro-consumer and professional commercial cameras, video tape recorders, digital disk recorders and video servers etc.

About Bluefish444:

Bluefish444 is a division and brand name of Digital Voodoo (Australia) Pty Ltd. based in S. Melbourne, Australia. It is a leading supplier of uncompressed video cards for the Windows operating systems. Its video 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 SD and HD solutions. For more information on Bluefish444, please visit the Bluefish444 website at:

www.bluefish444.com

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