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**BLUEFISH444 INTRODUCES 2K | LUST
& 2K SYMMETRY SOFTWARE WORLDWIDE**

September 7, 2007, 2007, S. Melbourne, Australia... Bluefish444 introduced the 2K|Lust video card today to the international community at IBC 2007. 2K |Lust features I/O support for film 2K resolution via HSDL (High Speed Data Link) for integration with telecine and film scanning devices, real time hardware scaling, cropping and color processing and real time SDI monitoring of HSDL output. 2K|Lust is a free software upgrade to HD |Lust via the Bluefish444 installer 5.5.5

Symmetry, Bluefish444's powerful DI, acquisition, review and playout software which is bundled free with Bluefish444 hardware, has been upgraded via the Bluefish444 installer 5.5.5 to support the new features of 2K|Lust, creating the complete 2K DI solution.

2K|Lust includes the following features:

- 2048 X 1556 resolution at HSDL frame rate for telecine and film scanners
- 2048 X 1080 resolution at 24p/psf frame rate for digital cinema
- Additional monitoring BNC connector for simultaneous real time scaling (up and down conversion), cropping, windowing, aspect ratio correction and 3:2 pull down of the 2K output signal,(including HSDL & Panavision) as HD SDI or SD SDI, including widescreen.
- 3 X 1D dedicated LUT's for viewing LOG images as Linear and for color calibration on an HD/SD broadcast monitor.
- VANC (digitized 3-line VITC) support for time code and key code within the SDI signal.
- An intuitive feature control application to set the hardware scaling, panning & windowing parameters and the loading of anti-log files.

2K |Lust overcomes color banding issues encountered when monitoring fine gradation images on 8 bit DVI devices. Its capacity to calibrate the film image output to 10 bit SDI monitors provides the highest quality monitoring 2K solution available in the industry.

Providing 2K |Lust and 2K Symmetry to current HD |Lust customers via a free software upgrade means they will not need to alter their existing HD Lust hardware configuration. A 2|K Lust software upgrade also means that Bluefish444 customers can upgrade at a time most convenient for them, such as in between projects.

Craig Mott, Managing Director of Bluefish444, states, "There has been strong demand from customers and OEM partners alike for the 2K|Lust capabilities. 2|K Lust unlocks the full capacity of the technology inherent within the HD|Lust video card design. 2K |Lust with its superior monitoring features and tightly integrated Symmetry DI software will be the most fully featured 2K DI solution available on the market."

The 2K | Lust and Symmetry software upgrade for current customers will be available as a free download from the Bluefish444 website via installer 5.5.5 in October 2007. Thereafter, 2K | Lust and Symmetry will ship as standard, replacing the currently available HD | Lust and creating a new Bluefish Technologies flagship product.

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, Linux and Apple Macintosh operating systems. Its video cards are used by a number of OEMs specializing in broadcast and feature film solutions. By continuing to work with workstation vendors and resellers, Bluefish444 has made it easier for end-users to purchase off the shelf Windows, Linux and Apple Macintosh based editing, animation and compositing solutions making sure that the hardware is optimized for uncompressed 2K/HD/SD solutions. For more information on Bluefish444, please visit the Bluefish444 website www.bluefish444.com

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