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**BLUEFISH444 ANNOUNCES UNCOMPRESSED VIDEO I/O SUPPORT FOR ADOBE
CREATIVE SUITE 3 ON WINDOWS AND APPLE FINAL CUT STUDIO 2 ON APPLE.**

September 7, 2007... Bluefish444, S. Melbourne, Australia, today announced that it has released plug-ins for Adobe Creative Suite 3 and Apple Final Cut Studio 2 for the retail range of Bluefish444 hardware.

2K | Lust, HD | Fury, SD Greed, SD Single Link Pro, SD | Fidelity, SD | Focus and SD | Prime with Adobe Creative Suite 3.

Bluefish444's 2K | Lust, HD | Fury, SD Greed, SD Single Link Pro, SD | Fidelity, SD | Focus and SD | Prime video cards all support Adobe Creative Suite 3 via the free Bluefish444 installers 5.4.12 (non 2K) and 5.5.5 (2K enabled).

All Bluefish444 retail hardware supporting Adobe Creative Suite 3 is bundled with Bluefish444's Symmetry software application. Symmetry is an acquisition, review and playout solution specifically developed for graphic artists working with uncompressed video on Windows. Supporting a range of industry standard file formats, it provides a cost effective and simple way for graphic artists to frame-accurately acquire, review and play out video projects in YUV or RGB color space integrating seamlessly with the compositing and paint software packages such as Adobe After Effects CS3.

SD| Fidelity, SD | Focus and SD | Prime with Final Cut Studio 2

SD Fidelity, SD Focus and SD | Prime video cards have PCI Express interfaces and offer Universal Binary driver support, making them compatible with Intel and Power PC-based Mac workstations. All three video cards support Final Cut Studio 2, Tiger OSX 10.4 and QuickTime 7.2 via the free Bluefish444 7.7.4 installer.

Final Cut Pro 6 users with SD | Fidelity, SD | Focus and SD | Prime can use compression codecs including ProRes422, DV, DVCPRO, DVCPRO50 and Photo JPEG I/O for low bit rate projects. Also supported is Final Cut Pro's RT Extreme architecture, enabling seamless realtime playback of effects such as 3 way color correction and additive dissolves and cross dissolves, eliminating the need to render.

SD | Fidelity, SD | Focus and SD | Prime support desktop preview, allowing the SD-SDI monitor to function as a second desktop which enables digital artists to view content on a broadcast monitor.

Ease of Use within Collaborative Workflows

Bluefish444 has developed within the respective plug-ins for Adobe Creative Suite 3, Apple Final Cut Studio 2, and Symmetry the ability to read time code and metadata contained within QuickTime files. When using Bluefish444 cards in shared storage systems, QuickTime movies can be shared between applications and platforms. Users are safe in the knowledge that they can reliably and consistently reference common source media.

Sharing of time code and metadata increases efficiency as media only needs to be acquired once for use by all workstations. It also improves machine utilization as users of the QuickTime media files are not tied to working on the machine that captured the media. Users have the flexibility to choose the tool which best suits the task in hand, or use multiple machines to complete work faster.

Sharing timecode and metadata allows for a seamless, frame accurate way to transfer Apple QuickTime files from a Final Cut Studio 2 Apple Macintosh configuration to either an Adobe Creative Suite 3 or Symmetry Windows base configuration or vice versa, maintaining the original time code metadata. This is perfect for collaborative workflows based on shared storage.

Craig Mott, Managing Director of Bluefish444 states; "Bluefish444 has a long history of supporting the Adobe suite of creative products. We were the first uncompressed video I/O vendor to develop plug-ins for Adobe and as a result have a very stable and tightly integrated solution. Supporting Creative Suite 3 is a continuation of our strategy for the Windows uncompressed NLE and compositing market." Mott continues, "Bluefish444 has for the first time developed support for Final Cut Studio 2 on our SD PCIe retail I/O cards after having worked very closely with Apple. We look forward to supporting the Apple Macintosh uncompressed I/O market now and into the future."

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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