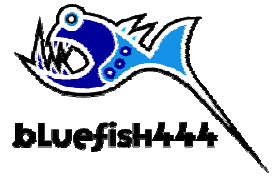


FOR IMMEDIATE RELEASE



IBC2004
Stand 7.220

Press Contact:

Martin Jacklin

Chrome Imaging Media Relations

mjacklin@hypermedium.com

+41 79 291 1882

<http://www.chrome-imaging.com>

Tel: +41 22 807 2360

Fax: +41 22 807 2370

info@chrome-imaging.com

Press Contact:

Sharon Adcock

Bluefish444

SkiAdcock@aol.com

+1.310.545.9731

<http://www.bluefish444.com>

Tel: +61 (3) 9682 9477

Fax: + 61 (3) 9682 9466

info@bluefish444.com

Chrome Imaging chooses Bluefish444 HD/SD capture cards for MATRIX Postproduction System

Bluefish chosen for advanced technology and close and fast user support

Geneva, Switzerland, September 7th, 2004 – Swiss-based Chrome Imaging SA (Chrome) announced today it has successfully integrated the Bluefish444 range of uncompressed SD and HD cards into their MATRIX solution.

Creative professionals constantly need peak performance and precision - from acquisition to mastering, in complex and unfamiliar ground, new workflows and new formats.

Chrome answers evolving demands in digital postproduction, and implements these solutions on the MATRIX workstation. MATRIX is Chrome Imaging's next generation postproduction solution optimized for today's demand for high-performance digital filmmaking and visual effects. MATRIX is scalable and configurable, with the ability to function as anything from a real-time playback system to a compositing station - even a full-featured finishing suite.

MATRIX is designed to be extensible, scalable, networkable and ergonomic. A multi-purpose toolbox for key applications demanding the highest possible throughputs and image processing power. MATRIX allows the development and delivery into the studio of an expanding suite of features which require massive optimized computing power and user friendly ergonomics for operation.

"We chose Bluefish SD and HD cards for MATRIX because they have the technical capabilities for HD, Dual-Link, and can process input from the new Thomson Viper filmstream camera which MATRIX supports," said Dan Tatut, founder and CEO of Chrome Imaging, "But we also chose them because they are a small, hungry supplier who has fast response time and high quality technical support. They really feel like part of our close-knit film-making team."

"Chrome's Matrix Compositing is a very powerful and complete set of tools", said Garry Davis Director Bluefish444 Europe. "By combining acquire, edit, animate, paint, tracking, composite, and colour correction tools into a modular application and supplying it together with the hardware it runs on, Chrome are able to provide a very stable solution that enables the user to do many things within a common user interface. Combining this with the high quality flexible I/O and frame buffers of our cards makes for a solution that is stable, flexible and allows footage to be captured and monitored in its destination bit depth and colour space".

About Chrome Imaging:

Chrome Imaging SA (Chrome) provides advanced digital postproduction technology to film-makers. Chrome answers evolving demands in digital postproduction, and implements these solutions on a standardized hardware platform - the Chrome Imaging MATRIX workstation – comprising a heavily optimized PC with a custom built control surface and a storage box, or node. MATRIX has awesome power for example permitting realtime scrubbing through 2K images on a limitless resolution independent workspace.

Chrome is an active participant in the film-making process, working closely with a community of creative artists and technical experts to realize cinematic magic showing off the unfair competitive advantages of digital postproduction. Chrome and Dan Tatut, the company's founder and CEO, recently received their first special visual effects and digital image processing technology credit for Navarro Films "Love Express" (Elena Hazanov, 2004), an independent feature shot on Super-16, with digital intermediate and final release on 35mm. The company is working on several upcoming film and high end video projects. More information about Chrome can be found at www.chrome-imaging.com

About Bluefish444:

Bluefish444 is a division and brand name of Digital Voodoo (Australia) Pty Ltd. based in S. Melbourne, Australia. Bluefish 444 Europe Ltd is the European office and exclusive European distributor for Digital Voodoo (Australia) Pty Ltd.

Bluefish444 is a leading supplier of OEM and retail uncompressed video cards for the Windows, Linux and Mac OS operating systems. Its video graphics cards are used by a number of OEMs specializing in professional broadcast solutions. By continuing to work with solution integrators, developers and resellers, Bluefish444 has made it easier for end-users to purchase off the shelf editing, multi format I/O, color correction, video server and compositing solutions that can be applied to various workflows.

For more information on Bluefish444, please visit the Bluefish444 website at www.bluefish444.com

Features, pricing, availability and specifications are subject to change without notice.