

FOR IMMEDIATE RELEASE

Bluefish444 Media Contact: Sharon Adcock
+1.616.848.7283, SkiAdcock@aol.com

C21 DIGITAL ENTERTAINMENT CAPTURES WITH BLUEFISH444

S. Melbourne, Australia, June 12, 2012...Bluefish444 (www.bluefish444.com) announced that Digital Entertainment (P) Ltd is utilizing the Bluefish444 Epoch|2K Horizon card for capture and recording on HDCAMSR/D5, and capture and encoding for DVD and BluRay.

Founded in 1999, Mumbai-based Digital Entertainment (P) Ltd. (www.c21digital.com) provides HD digital encoding & transcoding, tape dubbing services including D-Cinema mastering, 3D and Blu-ray authoring, international packaging and high speed digital delivery of content to its clients across all formats and standards. It is one of the few facilities in the South East Asian subcontinent that provides true sequential 3D Blu-ray authoring. It is also one of the very few studios in India to meet the specifications set for digital media delivery by companies such as Netflix, Hulu, Apple, Amazon Video, Star TV, Viacom18 & Colors, Zee TV, inDemand USA, Israel TV, Cable and TV stations in Mauritius, Australia, Yugoslavia, Malaysia, and others.

Suraj Chandna, CEO, states, "We have multiple manufacturers' video i/o cards. But we use the Bluefish444 Epoch for 70 % of our capture requirements because it produces the best captured picture quality. It's very easy to use with its bundled Symmetry software for I/O. We rarely have problems and when we do the tech support is great; much better than the other manufacturers. We chose the Bluefish444 Epoch because we wanted the best capture card to provide the best finished picture quality to our clients. We're going to buy a Scratch Lab as that works seamlessly with the Bluefish card, and probably will buy another Bluefish444 card soon."

"C21 Digital Entertainment is a flagship service provider to the professional video industry in the South East Asian subcontinent. Their customers demand the highest quality mastered video and Bluefish444 values Chandna's understanding of the importance of 12 bit processing of uncompressed video offered by the Epoch|2K Horizon. It is a pleasure to have customers of C21 Digital Entertainment's ilk," said Craig Mott, Managing Director, Bluefish444.

About Bluefish444:

Bluefish444 is the manufacturer of the industry's highest-quality uncompressed 4K/2K/HD/SD video cards for the Windows, Mac OS X and Linux operating systems. Its video cards are used in broadcast, feature film and post-production markets for editing, animation, compositing, color correction, restoration, digital intermediate, 3D and IPTV applications.

Bluefish444 cards have been used on award-winning feature films, commercials, music videos and sports events worldwide. Bluefish444's range of video cards are incorporated in video servers, encoders, decoders and character generator solutions by numerous 3rd party OEM manufacturers, in addition to other niche & mainstream applications.

Founded in 1998, Bluefish444 is a division and brand name of Bluefish Technologies Pty Ltd., which is based in S. Melbourne, Australia. Its products are distributed via an extensive sales

channel of OEMs, dealers, and system integrators globally. For further information, visit www.bluefish444.com

###

All trademarks used herein, whether recognized or not, are the properties of their respective companies.