

Bluefish444 Media Contact: Daniel Clissold
+61 3 9682 9477, marketing@bluefish444.com

BLUEFISH444 ANNOUNCES 4K/HD/SD COMPATIBILITY WITH AVMEDA MARSIS

4K/HD/SD payout from Avmeda Marsis Payout Automation

N. Melbourne, Australia, February 22, 2017 – Bluefish444, manufacturer of the industry’s highest-quality uncompressed 4K/2K/HD/SD SDI video cards, announces compatibility with Marsis Payout Automation from Avmeda.

Marsis Payout Automation is a hybrid multi-channel 4K/HD/SD/IP automation solution, allowing both traditional baseband broadcasters and next generation online/IP-based TV customers, to use easily and effectively within their workflow.

With desktop and web clients for playout and graphics available, Marsis Payout is one of the highest quality automation solutions available for multi-channel operations. Utilising a unique modular structure and multi-server distributed architecture, Marsis Payout offers great reliability and scalability for use in master control rooms, production, virtual sets, cloud-based and disaster recovery applications.

Bluefish444 and Avmeda have collaborated to qualify Bluefish444’s Epoch video I/O card range, including Epoch | Neutron, Epoch | 4K Neutron, Epoch | 4K Supernova, Epoch | 4K Supernova S+ and Epoch | Supernova CG, with Marsis Payout Automation, to create a powerful platform for broadcasters.

“Marsis Payout is a quality product bridging the baseband and IP playout workflow via remote access from anywhere”, said Craig Mott, Managing Director of Bluefish444. “The Epoch range offers the Avmeda customer base the multi-channel playout they need together with the Bluefish444 quality, stability and reliability guarantee”.

“We were looking for a high quality and reliable video card, particularly for our high-end customers who felt some of the cheaper alternatives were never quite good enough. We found some of our clients stopped using our software due to poor performing hardware”, said Hakan Volkan, Sales Director of Avmeda. “Since we’ve brought in Bluefish444 cards, we’ve noticed an immediate increase in picture quality, and the cards are very stable with little issue. Their team has been extremely supportive through the entire process.”

Bluefish444’s Epoch | Neutron, Epoch | 4K Neutron, Epoch | 4K Supernova, Epoch | 4K Supernova S+ and Epoch | Supernova CG video I/O cards, compatible with Marsis Payout Automation, are available from Bluefish444 authorised distributors and resellers worldwide. For more information, please visit bluefish444.com

About Avmeda:

Avmeda is a Las Vegas based software developer and distributor for professional and broadcast applications. With desktop and server client multi-channel playout for graphics and streaming, multi-channel ingest solutions, channel branding, character generation and web-based media asset management systems, Avmeda is committed to delivering solutions and turnkey systems for professionals dealing with

video production, acquisition and delivery. For further information on Avmeda, visit <http://www.avmeda.com>

About Bluefish444:

Bluefish444 is the manufacturer of the industry's highest-quality uncompressed 4K/2K/HD/SD video cards for the Windows, macOS 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 North Melbourne, Australia. Its products are distributed via an extensive sales channel of OEMs, dealers, and system integrators globally. For further information, visit bluefish444.com

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