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BLUEFISH444 ANNOUNCES MULTI-CHANNEL HD/SD COMPATIBILITY WITH MASTERPLAY

Multi-Channel HD/SD ingest and playout for the Masterplay application suite

N. Melbourne, Australia, April 12, 2017 – [Bluefish444](http://bluefish444.com), manufacturer of the industry's highest-quality uncompressed 4K/2K/HD/SD SDI video cards, announces compatibility with the complete suite of [Masterplay](http://masterplay.com) broadcast applications.

Masterplay applications integrate with all facets of a broadcaster's workflow and include the following individual products; OnAir, EasyPlay, Multizone, Playmaker, Capture, File transfer and ViewServer.

OnAir is a fully automated, customisable multi-channel TV playout system for both HD and SD. EasyPlay is a professional playout system for most available video and graphic formats, including h.265, h.264, AVI, MPEG, MOV and many more.

Multizone is an all-purpose information system, dividing the screen into as many as ten zones to display simultaneous content and information in a visually appealing way. Playmaker features drag-and-drop scheduled playout, with unique and concise program planning via the visual editor.

Capture is a fully automated digital video recording system, ingesting PAL or NTSC format video signals via SDI. FileTransfer facilitates manual or automatic networked or online data exchange, and ViewServer is for online publishing of OnAir programs.

"Masterplay have developed a sophisticated suite of integrated and flexible SDI capture and playout workflow solutions for broadcasters" said Craig Mott, Managing Director of Bluefish444. "Masterplay broadcast customers can now avail themselves of Bluefish444 24/7 SDI reliability, stability and quality."

"We are pleased to qualify Bluefish444 Epoch SDI video cards for the Masterplay range" said Daniel Ruoss, CEO of Masterplay. "Bluefish444 have an excellent reputation in the broadcast market and our customers can only benefit from the integration."

Bluefish444's Epoch video I/O card range, compatible with the complete Masterplay suite of applications, is available from [Bluefish444 authorised distributors and resellers worldwide](http://bluefish444.com/authorised-distributors-and-resellers-worldwide). For more information, please visit bluefish444.com

About Masterplay:

Masterplay was founded in 2004 to continuously develop and market playback systems, which were originally created by a TV station in Switzerland in 1993. Since then, the software has improved so it can be used with current technologies and in a range of facilities. For further information on Masterplay, visit www.masterplay.tv

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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