

**FOR IMMEDIATE RELEASE
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**BLUEFISH444 ANNOUNCES SUPPORT FOR NEW FEATURES COMING TO
ADOBE CREATIVE CLOUD**

4K/2K/HD/SD SDI Input and Output support for Adobe Creative Cloud

S. Melbourne, Australia, April 10, 2015 – Bluefish444, manufacturer of the industry's highest-quality uncompressed 4K/2K/HD/SD SDI video cards, announces support for the updates coming soon to Adobe® Premiere® Pro CC and Adobe After Effects®, key components of Adobe Creative Cloud®. Bluefish444 will demonstrate our "Second to none" integration with Adobe Creative Cloud at NAB Show 2015 with Live 4K Capture and Playback in a portable workstation.

Adobe Premiere Pro CC

Bluefish444 support for Adobe Creative Cloud for Windows and Mac OS X will bring compatibility to all Create, Epoch, Epoch | 4K Supernova, and the **NEW** Epoch | 4K Neutron video cards. This update will bring with it valuable improvements to performance and functionality such as; All new Mac OS X support, Capture of 4K SDI on Windows and Customized sequence render formats to work with inside Adobe Premiere® Pro CC.

- 4:2:2/4:4:4 YUV and RGB SDI Input and Output
- 4K/2K/HD/SD SDI Input and Output
- 16 Channels of SDI Embedded audio
- Custom sequence presets allowing compressed and lossless rendering at up to 4K resolutions

Adobe After Effects CC

Bluefish444 will support the new release of Adobe After Effects® CC through the Adobe Mercury Transmit on both Windows and Mac OS X platforms. Improved performance of video and audio preview in 4K/2K/HD/SD video modes is central to the forthcoming release.

- 4:2:2/4:4:4 YUV and RGB SDI Output
- 4K/2K/HD/SD SDI Output
- Audio monitoring through ASIO 64 (windows)

"Customers who use Adobe Creative Cloud with Bluefish444 SDI hardware expect their systems to perform day in day out in some of the most demanding situations. Our ongoing commitment to new features and improvements continue with the latest updates of Adobe Creative Cloud applications," said Tom Lithgow, Product Manager, Bluefish444 "Our customers require second to none performance for all workflows from Standard Definition video right through to 4K SDI I/O and our hardware and plug-in support really is the complete SDI I/O solution."

“Content producers are always looking for new ways to to be efficient and streamline workflows,” said Simon Williams, senior director of business development at Adobe. “Bluefish444’s integration with Adobe Creative Cloud helps our users edit at unprecedented speed.”

Bluefish444 will support the latest updates to Adobe Creative Cloud when it becomes available in Spring 2015. Visit www.bluefish444.com to learn how Bluefish444 brings a complete SDI IO solution to Adobe Creative Cloud.

Adobe at NAB 2015:

At NAB 2015, Adobe is showcasing advances that radically improve how broadcasters, filmmakers and video professionals create, collaborate, deliver and monetize content across multiple screens. Adobe will preview major updates to the video applications in Adobe Creative Cloud, including Adobe Premiere Pro CC, Adobe After Effects CC, and unveil major enhancements to Adobe Primetime, the industry’s most advanced TV delivery and monetization platform, which will help broadcasters and pay TV providers scale video delivery across OTT and other devices. Adobe also announced important updates to Adobe Anywhere, the collaborative workflow platform that empowers users of Adobe Premiere Pro CC and Adobe Prelude CC to work together using centralized media and shared projects. In addition, Adobe is unveiling mobile technology in development called “Project Candy” that will reinvent color workflow for editors and Adobe Character Animator, a new professional-quality animation tool that brings characters to life using a webcam, microphone and facial gestures. To learn more about Adobe Creative Cloud and Adobe video tools, go to www.adobe.com/go/video. More information about Adobe at NAB can be found here: <http://adobe.ly/1GPXwdB>, or see Adobe at NAB in Booth SL5110

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

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