

Bluefish444 Media Contact: Sharon Adcock
+1.616.312.2036, SkiAdcock@aol.com

**BLUEFISH444 ANNOUNCES GREATER THAN HD SDI/HDMI SUPPORT FOR
AVID MEDIA COMPOSER 8.3**
4K/2K/HD/SD SDI and HDMI output from Avid Media Composer 8.3

S. Melbourne, Australia, April 11, 2015 – Bluefish444, manufacturer of the industry’s highest-quality uncompressed 4K/2K/HD/SD SDI video cards, announces extended format support for industry leading post production software, Avid Media Composer 8.3.

Bluefish444 has added support for greater than HD video formats enabling advanced SDI/HDMI video output with Epoch | 4K Neutron Turbo, the Epoch | 4K Neutron range, and Epoch | 4K Supernova/S+ range of video cards:

New Bluefish444 Open IO support for Avid Media Composer 8.3 includes:

- 4K/2K/HD/SD Video Modes
- 3G/1.5G/SD SDI Input and Output
- 4K/2K/HD/SD HDMI Preview with Epoch | 4K Neutron
- High Frame Rate 50/59/60fps support at 4K/2K/HD

Thanks to the continued partnership with Avid, Bluefish444 is able to bring the finest quality SDI/HDMI video IO hardware to the industry standard Avid Media Composer 8.3 video editing platform, now with extended 4K UHD and 2K video modes.

“We have worked with Avid over the past 4 years to bring the quality and reliability of Bluefish444 SDI/HDMI hardware to AVID’s video and audio editing software via the Avid Open IO program” comments Tom Lithgow Product Manager Bluefish444. “Many Avid Media Composer customers already rely on Bluefish444 hardware for SDI quality and stability and the latest addition of greater than HD formats to 8.3 opens the door to 4K, 2K and High Frame Rate workflows across SDI and HDMI”

Bluefish444 4K SDI/HDMI support for Windows and MAC OSX Avid Media Composer 8.3 will be demonstrated at NAB Show 2015 and the public availability of software upgrades will be free for download from the Bluefish444 homepage in Q2 2015.

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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