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BLUEFISH444 ANNOUNCES NEWTEK NDI INTEGRATION
NDI-compatible Bluefish444 SDI cards send and receive video and audio over IP
to support interconnected production workflows

Melbourne, Australia, May 17, 2016 — Bluefish444, manufacturer, developer and marketer of the highest quality uncompressed 4K/2K/HD/SD SDI video cards in the professional video industry, today announced Network Device Interface (NDI™) integration with SDI video cards.

NDI, an enabling technology for IP live production workflows, allows multiple video systems to identify and communicate with one another over IP, and to encode, transmit and receive many streams of high quality, low latency, frame-accurate video and audio in real time. This benefits any network-connected video device or application, including video mixers, graphics systems, capture cards, and many other products. NDI is already the most prolific IP video transfer method in the production market, with over a million customers that have NDI enabled solutions from hundreds of companies that are working with NewTek on IP product integrations and delivering NDI commercial products.

Bluefish444's collaboration with NewTek enables their SDI I/O video cards to send and receive video and audio over IP via NewTek's NDI, allowing existing Bluefish444 installations globally to implement interconnected production workflows comprised of SDI and IP-based technologies.

"NewTek is quickly driving the adoption of IP production workflows via their bi-directional, multi-channel, low-latency NDI protocol" said Tom Lithgow, Bluefish444 Product Manager "Bluefish444 is pleased to be working with NewTek to give our installed customers access to NDI via NewTek Connect Pro and NDI Connect software."

"We are confident that IP workflows will revolutionize video production," said Michael Kornet, Executive Vice President of Business Development for NewTek. "Bluefish444 is highly respected both at NewTek and within the industry. Bluefish444's capture card integration with NewTek's NDI will help make this the most widely adopted IP standard in the market."

For more information on all NewTek products, please visit www.newtek.com

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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