## **FOR IMMEDIATE RELEASE**BLUEFISH444 PRESS RELEASE



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## **BLUEFISH444 ANNOUNCE INGESTORE SOFTWARE IP UPDATES**

Adding input of SMPTE 2022-6 IP Capture, New Codecs, and Edit-While-Record capabilities

North Melbourne, Australia, August 31, 2017 – <u>Bluefish444</u>, manufacturer of the industry's highest-quality uncompressed 4K SDI, ASI, Video Over IP & HDMI I/O cards, and mini converters, for the professional video industry, announces capture support for SMPTE 2022 <u>Video Over IP</u> standards with <u>IngeSTore</u> software.

IngeSTore is Bluefish444's free multi-channel capture software compatible with all Bluefish444 <a href="Epoch">Epoch</a> and <a href="Epoch">KRONOS</a> video cards. It captures multiple simultaneous channels of 3G/HD/SD-SDI, and now SMPTE 2022 Video Over IP, to popular media file formats for archive, edit, encoding or analysis. IngeSTore drives efficiency in the digitisation workflow by enabling multiple simultaneous recordings from VTR's, cameras and any other SDI source.

The addition of SMPTE 2022 Video Over IP capture is enabled within IngeSTore software through the recently announced Bluefish444 <u>"IPConnect" API</u>, and allows the capture of Video Over IP standards through standard off-the-shelf 10Gb Network Interfaces (NIC).

"Bluefish444 are pleased to announce integration of IPConnect into IngeSTore, enabling capture of Video Over IP to file," says Tom Lithgow, Product Manager at Bluefish444. "The ability to access Video Over IP sources from standard 10Gb Network Interfaces gives Bluefish444 customers unrivaled flexibility in both IngeSTore and 3rd party software via the new IPConnect API."

The latest updates to IngeSTore software add important new functionality including additional <u>codec</u> <u>upgrade options</u>, "Edit-While-Record" functionality, and additional support for shared storage, including Avid shared storage. Bluefish444 has partnered with <u>Drastic Technologies</u> to bring additional codec options to IngeSTore v1.1, including XDCAM, DNxHD, JPEG 2000, AVCi and more. Uncompressed, DV, DVCPro, and DVCPro HD codecs are available free to Bluefish444 customers in the current version of IngeSTore software.

The much anticipated "Edit-While-Record" functionality allows editors who use popular NLE's to access captured files while they are still being recorded to disk. This feature is used heavily in live broadcast video workflows and in time-critical environments when media needs to be accessed while live recordings continue uninterrupted. Popular content creation tools such as <a href="Avid Media Composer">Avid Media Composer</a>, <a href="Adobe Premiere Pro">Adobe Premiere Pro</a> <a href="CC">CC</a>, and <a href="Assimilate SCRATCH">Assimilate SCRATCH</a> can output SDI and HDMI with Bluefish444 video cards while IngeSTore is recording and the files are growing in size and length.

To see a demonstration of IngeSTore capturing from SMPTE 2022 Video Over IP sources, visit Bluefish444 on stand <u>7.J07</u> at <u>IBC Show 2017</u>. For more information about IngeSTore, visit <u>bluefish444.com</u>

## About Bluefish444:

Bluefish444 is the manufacturer of the industry's highest-quality uncompressed 4K SDI, ASI, Video Over IP & HDMI I/O cards for the Windows, macOS and Linux operating systems. Its video cards are used not only in traditional broadcast and post-production, but also in emerging workflows such as live events, immersive graphics, augmented reality and Video Over IP. Bluefish444 has a growing presence in industries adopting professional video such as the medical, automotive, defence and mining industries.

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 <u>bluefish444.com</u>

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