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INTER BEE 2018 STAND 2710, HALL 2

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Crescent, Inc demonstrate Bluefish444 KRONOS hardware, IngeSTream and IngeSTore software solutions at Inter BEE 2018

4K and SMPTE 2110 Post-production Playout, Live SDI Edit-While-Record and Live SDI to NDI streaming

North Melbourne, Australia, November 12, 2018 - <u>Bluefish444</u>, manufacturer of the professional video industry's highest-quality uncompressed 4K SDI, ASI, Video Over IP & HDMI I/O cards and mini converters, announces <u>Crescent, Inc</u> will be demonstrating 4K SDI and SMPTE 2110 <u>playout</u> with <u>KRONOS I/O hardware</u>, live SDI Edit-While-Record with Bluefish444's <u>IngeSTore</u> software, and live SDI to NDI® conversion with IngeSTream at Inter BEE 2018.

Bluefish444 will feature a 4K 60p SDI monitoring workflow utilising <u>KRONOS Elektron I/O hardware</u> with <u>Marquise Technologies MIST</u> and <u>ICE</u> software, outputting to a 4K SDI broadcast monitor.

<u>IngeSTore</u> is Bluefish444's complimentary multi-channel 3G/HD/SD capture software, allowing SDI ingest to a range of formats, including uncompressed and DVCPRO complimentary formats, and DNxHD, ProRes, AVC-Intra, Sony XDCAM, and JPEG 2000 codecs via licences available at the <u>Bluefish444 Shop</u>.

IngeSTore supports <u>Edit-While-Record</u> workflows, and with the <u>BlueRT plugin</u>, allows growing files to be edited by <u>Avid® Media Composer®</u> and <u>Adobe® Premiere® Pro CC</u> while recording continues with IngeSTore. A live production Edit-While-Record workflow including simultaneous SDI/HDMI playout from Media Composer, will be demonstrated at Interbee 2018.

Bluefish444 will be demonstrating the <u>KRONOS Optikos</u> video card, outputting a SMPTE 2110 uncompressed IP stream from <u>Media Composer</u> and <u>Premiere Pro</u> via 10Gb Ethernet to a HDMI monitor via an IP to HDMI converter. Live SDI media captured by IngeSTore and recorded to Network Shared Storage, will be accessed by Media Composer and Premiere Pro while recording continues for a live <u>Edit-While-Record</u> growing files workflow.

With full support for <u>NewTek's NDI</u> protocol, RTP, and SMPTE 2022/2110 streaming protocols, Bluefish444 will be demonstrating the forthcoming IngeSTream multi-channel streaming software. IngeSTream supports multi-channel SDI to IP-based protocols, and the workflow demonstration will include streaming from live SDI sources to a NewTek TriCaster® Mini via 1Gb Ethernet and the NDI protocol.

"It is a pleasure to exhibit with our partner Crescent again this year at Inter BEE 2018", said Craige Mott, Managing Director at Bluefish444. "Their knowledge of Bluefish444 products, supported workflows and the the professional video industry in Japan is second to none."

<u>Crescent, Inc</u> will be demonstrating Bluefish444 <u>KRONOS I/O hardware</u> with Adobe, Avid and Marquise software, and IngeSTore and IngeSTream with <u>Epoch I/O hardware</u> in hall 2 stand 2710 at <u>Inter BEE 2018</u>. For more information about Bluefish444 products, visit <u>bluefish444.com</u> or <u>crescentinc.co.jp</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 bluefish444.com

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