Bluefish444 Media Contact: Daniel Harris
+61 3 9682 9477, marketing@bluefish444.com

Brainstorm partners with Bluefish444 for its main demonstration at Broadcast Asia

June 14th, 2018. Brainstorm, leading manufacturer of real-time 3D graphics and virtual studio solutions, will be present at Broadcast Asia 2018, booth 4N3-01, showing the latest enhancements for high-end and hyper-realistic content creation using virtual sets, Augmented Reality and data-driven graphics, focused on its renowned solutions InfinitySet and Aston.

Supporting Bluefish444 Epoch video I/O cards, Brainstorm will showcase a photorealistic virtual set presentation for Augmented Reality and broadcast applications, where the synthetic images will be undistinguished from the real ones. It will be possible thanks to the combination of the Brainstorm eStudio renderer with the Epic Games Unreal Engine, within the new Combined Render Engine application.

According to Craige Mott, Managing Director of Bluefish444, "Brainstorm has been an industry stalwart partner of ours for more than 15 years, and together we supply the Asia Pacific region with high quality, low-latency and reliable SDI to display powerful real-time 3D graphics, virtual studios and augmented reality."

David Alexander, Brainstorm's Commercial Director, says "we have a long-lasting and successful collaboration in the Asia Pacific region with Bluefish444, and many or our own resellers rely on the combination of the Brainstorm real-time graphics, virtual set and augmented reality solutions with the Bluefish444 cards to provide HDTV and 4K operation."

About Brainstorm:

Brainstorm is a specialist company dedicated to providing industry-leading real-time 3D graphics and virtual set solutions for broadcast, feature film production and corporate presentations. Brainstorm has more than 2,500 installations worldwide since its foundation in 1993, including many of the world's leading broadcasters plus numerous smaller and regional stations. www.brainstorm3d.com

For more information or high-resolution images please contact Amaya González press@brainstorm3d.com
Follow us: Facebook, Twitter, Youtube, LinkedIn

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 www.bluefish444.com

All trademarks used herein, whether recognised or not, are the properties of their respective companies.