

**FOR IMMEDIATE RELEASE
NAB BOOTH SL-5011**

Media Contact: Sharon Adcock
+1.310.545.9731, SkiAdcock@aol.com

**BLUEFISH444 ADDS DVB-ASI SUPPORT TO EPOCH/EPOCH
2K RANGE OF VIDEO CARDS**

S. Melbourne, Australia, April 10th, 2010 ... Bluefish444, a leader in 2K and HD video cards for feature film and broadcast television, today announced Bluefish444 its support for DVB-ASI on all Epoch and Epoch 2K models. This free upgrade enables the inputs and outputs of these cards to be independently set to SD / HD / 3G-SDI or DVB-ASI modes of operation.

DVB-ASI features include:

- Support for bit rates up to 214 Mbps
- Support for 188 and 204-byte TS packets
- Incoming packet time stamping
- Output clock frequency control for managing synchronization
- full duplex operation
- Independently configurable inputs and outputs
- Up to two SD / HD / 3G-SDI or DVB-ASI outputs
- Up to two SD / HD / 3G-SDI or DVB-ASI inputs
- Genlock input
- Optional JetStream scaler modules

"I am very pleased to announce this new functionality", said Garry Davis, Bluefish444 Europe's OEM Manager. "This builds upon our success with development partners working in the broadcast space where our cards have been popular for use in graphics or uncompressed ingest/payout applications due to their stability and reliability. It allows us to address multiplexer / demultiplexer applications and it increases our value proposition for encoder and decoder manufacturers. A single common card can be used to replace separate SDI and DVB-ASI cards in both encoder and decoder equipment due to our flexible software configurable input/output. Also, by using the optional high quality JetStream scaling modules, images can be scaled on our cards, which reduce the workload on other components allowing them to be used to add more functionality to our partners' product."

About Bluefish444:

Bluefish444 is a division and brand name of Bluefish Technologies Pty Ltd. based in S. Melbourne, Australia. It is a leading supplier of uncompressed video cards for the Windows, MacOSX and Linux operating systems. Its video capture cards are used by a large number of OEMs specializing in broadcast and digital intermediary solutions. By continuing to work with workstation vendors, system integrators and resellers, Bluefish444 has made it easier for end-users to purchase off the shelf Windows and Mac OSX based editing, animation and compositing solutions making sure that the hardware is optimized for analog, and 2K/HD/SD SDI solutions. For more information on Bluefish444, please visit the Bluefish444 website at www.bluefish444.com

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