

NAB SHOW 2018 STAND SL9021

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BLUEFISH444 ANNOUNCES AVID CERTIFICATION AS AN AVID ALLIANCE PARTNER *IngeSTore Avid DNxHD Codec license now officially available in the Avid MediaCentral Platform*

North Melbourne, Australia, March 28, 2018 – [Bluefish444](#), manufacturer of the professional video industry's highest-quality uncompressed 4K SDI, ASI, Video Over IP & HDMI I/O cards and mini converters, announces certification of the [IngeSTore](#) Avid DNxHD® Codec license as the newest Avid Alliance Partner.

Bluefish444 IngeSTore software is a complementary multi-channel ingest tool, enabling already Avid certified [Bluefish444 hardware](#) to capture multiple independent format SDI sources simultaneously, into a range of formats. The Avid-certified Avid DNxHD Codec license enables uncompressed SDI to be encoded into Avid-compliant OP-ATOM DNxHD 8-bit media, and can provide a simultaneous capture and output solution with [Avid Media Composer®](#) and [Avid Pro Tools®](#).

IngeSTore can record to both local and shared storage, including Avid Nexis® systems, allowing access to the captured media directly from the Avid media database by any network-connected Media Composer and Pro Tools workstation.

“Bluefish444 have partnered with Avid since 2011 as part of the Open I/O program for Avid Media Composer so we have a long history of serving Avid customers” said Craige Mott, Managing Director of Bluefish444. “We developed IngeSTore and the Avid DNxHD license to complement our Media Composer and Pro Tools integration. Avid’s certification of our Avid DNxHD license provides Avid customers a unique opportunity to capture and encode SDI content to Avid DNxHD whilst simultaneously external monitoring to SDI/HDMI from Media Composer and Pro Tools.”

“We have welcomed Bluefish444 to every Avid Connect since its inception, and they are certified SDI I/O hardware for Media Composer, so we are very comfortable with adding Bluefish444 to the Avid Alliance Partner Program,” says Ed Carappa, Senior Director of Business Development at Avid. “Their IngeSTore software is an innovative tool supporting Avid non-linear editing workflows and integrating within the Avid ecosystem via their license for Avid DNxHD codecs.”

Bluefish444 will be demonstrating the IngeSTore Avid DNxHD Codec at [Avid Connect 2018](#), and on stand [SL9021](#) at [NAB Show 2018](#). For more information on Avid-certified IngeSTore software, visit bluefish444.com

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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