



PRESS RELEASE

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Bluefish444 Gets in the Mix with SCRATCH; HD|LUST and New Catalyst Video I/O Cards for 2K at NAB 06

Bluefish 444 Now Offers Integrated XML Support for SCRATCH

Saratoga, CA, April 12, 2006 – At NAB 06 Bluefish444 is showcasing its new Catalyst 2K video I/O card with ASSIMILATE's SCRATCH Data-Centric Workflow Solution. The 2K demo will run on a high-performance BOXX 7400 workstation, configured with the new Catalyst 2K card, the latest release of Symmetry, and SCRATCH™. In a separate demo set-up as a colorist workstation, SCRATCH will be featured with the Bluefish444 HD|LUST Video I/O Card, running on a GlobalStor ExtremeStor Workstation. The configuration includes an Nvidia Quadro fx4500 graphics card, 6TB storage, 24" 1920x1200 plasma display, and a JL Cooper color panel.

With the goal of giving creative and post professionals the tools to easily build and use end-to-end digital workflow, ASSIMILATE™ and Bluefish444 also announced today that the BlueFish444 Symmetry software and its SD/HD/ SDI videographics cards provide XML support for ASSIMILATE's SCRATCH™. This means users can easily load clips or long-form shots archived in XML format directly into the data-centric pipeline and automatically set up a digital project in the SCRATCH™ CONstruct. Based on the user's EDL or cut list, the CONstruct provides a direct visual representation of the data structure and hierarchical set up. Projects can be divided into a series of groups and CONstructs to create a working hierarchy that displays footage in a number of different ways, such as timeline, shot channels, or free form. The Bluefish444 video cards with Symmetry will then enable output to either SD, HD or 2K.

"Bluefish video I/O cards offer a hardware capability that post professionals and producers of video features and projects didn't have before, which is high resolution in-pur and quality output within an easy-to-use data-centric workflow. Combined with SCRATCH, users now have another tool for building their digital workflow that will streamline and increase productivity of the post process" says Jeff Edson, CEO of ASSIMILATE.

"This is the kind of technology we like to support – bringing new capabilities that deliver high value to users."

“SCRATCH and Symmetry are great examples of two partners offering powerful toolsets that support industry standard file formats such as DPX, ensuring consistency and quality throughout for our customers’ workflow,” says Craig Mott, managing director of Bluefish444. “With Catalyst due out very soon, SCRATCH customers will get a considerable feature increase with support for 2K, HD and SD I/O, offering cost effective monitoring as well as tighter integration via EDL and XML support”.

SCRATCH Data-Centric Workflow Solution

SCRATCH™ is the essential mix for data-centric, resolution-independent post production. Now within a streamlined, end-to-end, post-production pipeline, creative and post professionals can work with or combine HD, SD, and film (2K, 4K and beyond) files and output to any format. SCRATCH features include data management and simultaneous, real-time, multi-resolution review/playback, assemble/edit, conform, primary and secondary color grading, multi-layer grading stack, audio, visual effects (enhanced by third-party plug-ins), and final mastering to any format. SCRATCH supports 1D, 3D and customer-developed Look-Up-Tables (LUTs), running in real time. Along with optimal price/performance, SCRATCH users are experiencing the benefits of ease-of-use, speed, and increased productivity.

About ASSIMILATE

ASSIMILATE™ is transforming post production with its **SCRATCH™** Data-Centric Workflow Solution, the essential mix for a resolution-independent pipeline. Along with data management, SCRATCH features a rich set of DI and post tools for working in any combination of HD, SD, film (2K, 4K and beyond). ASSIMILATE is committed to empowering a broad spectrum of creative and post professionals with state-of-the-art, easy-to-use, data-centric solutions that deliver optimal price/performance. To learn more about the SCRATCH and access customer case studies, see www.assimilateinc.com

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 operating systems. Its video cards are used by a number of OEMs specializing in broadcast solutions. By continuing to work with workstation vendors and resellers, Bluefish444 has made it easier for end-users to purchase off the shelf Windows based editing, animation and compositing solutions making sure that the hardware is optimized for SD and HD solutions. For more information on Bluefish444, please visit the Bluefish444 website www.bluefish444.com or www.bluefish444europe.com

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