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BLUEFISH444 JOINS THE TICO ALLIANCE

*“The Professionals’ Choice” customers can access high quality video
at low bandwidth*

Melbourne, Australia, 18th February, 2016 – Bluefish444, manufacturer of the industry’s highest-quality uncompressed 4K/2K/HD/SD SDI video cards, announced it has become a member of the TICO alliance. The TICO lightweight 4:1 compression scheme, known as SMPTE RDD35, will allow Bluefish444 customers to access uncompressed quality video at one quarter of the bandwidth, to be transported over existing SDI infrastructure and emerging IP technologies.

“With TICO lightweight compression our customers will be able to provide products capable of delivering 4K 60fps video over a single 3G SDI cable, infrastructure which is already well established globally,” states Tom Lithgow, Bluefish444 Product Manager.

“Making our customers solutions, which are based around Bluefish444 SDI IO hardware, compatible with TICO compression allows for the building of end to end Bluefish444 SDI solutions and also provides interoperability with other TICO compatible products.”

The Epoch | 4K Neutron, Epoch | 4K Supernova and Epoch | 4K Supernova S+ cards will benefit from the TICO alliance, with Bluefish444 aiming to provide a number of new and exciting opportunities throughout 2016.

Some of the benefits of TICO compression to Bluefish444 customers include:

- A mezzanine compression scheme that is visually lossless at a ratio which can provide considerable bandwidth savings across multiple transports and technology platforms.
- Supported across existing 3G SDI Infrastructure, as well as emerging video over IP technology platforms.
- A small footprint in both FPGA resources and in Software encode and decode operations.
- Backed by IntoPIX and implemented with the important goal of interoperability with existing and emerging technologies.

“By joining us, Bluefish444 will accelerate the transition to 4K and IP in broadcast and media facilities, promoting interoperability and a seamless transition. The TICO Alliance is glad to welcome Bluefish444 as a new member.” said Jean-Baptiste Lorent, manager of the TICO Alliance.

Bluefish444 is committed to providing technology that solves tomorrow’s technical hurdles today, ensuring customers sound investments in Bluefish444 hardware. Bluefish444 plans to integrate TICO throughout 2016.

About Bluefish444:

Bluefish444 is the manufacturer of the industry’s highest-quality uncompressed 4K/2K/HD/SD video cards for the Windows, Mac OS X and Linux operating systems. Its video cards are used in broadcast, feature film and post-production markets for editing,

animation, compositing, color correction, restoration, digital intermediate, 3D and IPTV applications.

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 S. 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

About the TICO Alliance

The Alliance was founded in April 2015 and is an open coalition of leading broadcast equipment manufacturers, OEM providers, broadcasters, electronics brands and technology companies. Relying on open standards, the group has united to set the bar for next generation infrastructure by establishing TICO lightweight compression technology in the new IP-based live production ecosystem. The Alliance members allow users to seamlessly leverage the existing SDI-based workflows and IP networks to UHD TV 4K & 8K. Membership is open to any company active in the broadcast industry. For further information, visit www.tico-alliance.org. To join the Alliance, contact the Alliance at info@tico-alliance.org

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