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**HOLLYWOOD-DI STREAMLINES FEATURE FILM DI WORKFLOW
WITH BLUEFISH444**

S. Melbourne, Australia, September 20, 2007... Bluefish444 today announced that Hollywood-DI, a boutique post-production facility based in West Hollywood, California, and specializing in digital intermediate (DI) workflows, is utilizing the Bluefish444 HD|Lust video card for its DI feature film projects.

Providing a cost-effective color correction and finishing service for Independent Filmmakers, Hollywood-DI has both an Apple-based workflow via Final Cut Pro and COLOR, and a DPX based workflow with ASSIMILATE SCRATCH®. The QT and DPX workflows all share the same 20TB SAN which allows Hollywood-DI to grade movies in both SCRATCH and COLOR. Hollywood-DI acquired the HD|Lust to capture HDCAM-SR and HDCAM tapes to DPXs or QuickTimes. With the HD|Lust, Hollywood-DI has a powerful tool for building its digital workflow. The HD|Lust card streamlines data capture and layback and increases productivity for all of Hollywood-DI's creative and post processes.

Hollywood-DI typically receives work that has been shot on 35mm and scanned to HDCAM-SR tape or which has been shot directly onto HDCAM-SR tape from digital cinema cameras like Sony's F23 or Thompson's Viper. Hollywood-DI is able to ingest them with the HD|Lust onto the SAN and then grade either via the Apple COLOR or ASSIMILATE SCRATCH system, depending on the best utilization of the workflows.

The HD|Lust is used for input and output. This allows Hollywood-DI to take sequences of DPX from the tape, do the color correction, and then layback out to tape. It primarily uses the HD|Lust board in conjunction with SCRATCH and COLOR for capturing, conforming, color grading, and mastering of its projects. Additionally, the ability to capture in native DPX format is a key advantage as Hollywood-DI can share the files with all its departments, especially the VFX artists.

In addition to high-profile features such as 'Superman Returns', Hollywood-DI has utilized the HD|Lust on independent films such as 'Still Green' and 'Dark Streets'. The digital workflow process that Hollywood-DI has created is especially suited to independent filmmakers, who frequently record to HDCAM and HDCAM-SR tapes and who need a cost-efficient method for grading and handling VFX shots on their feature films. With the Apple and Windows-based systems connected to a SAN, Hollywood-DI can offer independent filmmakers and studios high-quality finishing services at a reasonable price point.

Neil Smith, Managing Director of Hollywood-DI, adds, "We've been impressed with both the HD|Lust card and the world-class support provided by Bluefish444. When ingesting 90 minutes (1.5 terabytes) of DPX files, to be able to ingest accurately from an EDL and then layback accurately is critical. The HD|Lust is reliable, accurate and fast. To put it simply, it really works. It is the best card on the market for capturing both 10 bit RGB 4:4:4 and 8 bit 4:2:2 movies." He continues, "We're known for providing high caliber color correction work without breaking the budget, and we continually investigate systems that will allow us to provide the caliber of service our clients have come to expect and as they move forward with new technologies. Bluefish444 has met that need to date and we continue to expect good things from them as we all move forward into the 2K/4K realms."

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, Linux and Apple Macintosh operating systems. Its video cards are used by a number of OEMs specializing in broadcast and feature film solutions. By continuing to work with workstation vendors and resellers, Bluefish444 has made it easier for end-users to purchase off the shelf Windows, Linux and Apple Macintosh based editing, animation and compositing solutions making sure that the hardware is optimized for uncompressed 2K/HD/SD solutions. For more information on Bluefish444, please visit the Bluefish444 website www.bluefish444.com

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