

Bluefish444 announces 4K/HD/SD support for HMS DiSA Multi-channel 4K, HD and SD playout capability

North Melbourne, Australia, September 13, 2017 – Bluefish444, manufacturer of the industry's highest-quality uncompressed 4K SDI, ASI, Video Over IP & HDMI I/O cards, and mini converters, for the professional video industry, announces compatibility with HMS' DiSA broadcast automation solution for the Windows platform.

HMS DiSA is an integrated channel-in-a-box solution for broadcasters, providing an entirely digital workflow to optimise ingest and playout processes. With options for advanced channel graphics, news feed crawls, teletext and subtitling, EPG, WSS and EAS insertion, as well as NDI® protocol functionality, DiSA fulfils the needs of professional broadcasting as a scalable solution to meet any workflow or budget requirements.

Bluefish444 and HMS have collaborated to add DiSA support for the entire Epoch range of video I/O cards, providing a high quality UHD, 3G or 1.5G SDI broadcast or playout workflow. The DiSA software suite integrates with Epoch I/O cards to take advantage of multi-card support, fill & key, and LTC I/O capabilities for its users. DiSA with Epoch I/O gives broadcasters peace of mind through quality, reliable and consistent data management and output, with multiple Epoch-powered playout servers all controlled from one central location.

“Well regarded within the industry, HMS has been on the Bluefish444 radar for a while and we are pleased to announce this partnership”, said Jonathan Fall, OEM Director of Bluefish444 Europe. “HMS has developed a product flexible enough to accommodate national TV broadcasters to local TV channels, and users will be able to take full advantage of the integration of the Epoch range of I/O cards and feature set adopted by HMS.”

“Bluefish444 provides excellent products that perfectly fit our needs in order to create and manage a wide range of innovative services,” states Frank Mistol, CEO at HMS. “With an extensive feature set and extraordinary reliability of their SDI boards, as well as perfect support and agile structures within the company, we have gained another important partnership for HMS.”

Bluefish444's Epoch video I/O card range, compatible with HMS DiSA, is available from Bluefish444 authorised distributors and resellers worldwide. For more information on Bluefish444's integration with DiSA, please 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 www.bluefish444.com

All trademarks used herein, whether recognized or not, are the properties of their respective companies. NDI is a registered trademark of NewTek, Inc.

About HMS

HMS offers media system solutions with precise answers to strategic challenges and innovative business models of various companies and for many different markets. With more than 20 years of experience as well as vast number of successful national and international projects the company today is known as a leading operator of entire integrated media ecosystems. HMS provides its clients with a result driven one-stop-service and profound support at making important strategic business decisions related to technology. With direct and personal support contacts, highly qualified and creative expert teams with passion for details, and synergies throughout all client segments HMS is able to reach an extraordinary high level of transparency, flexibility, scalability and efficiency. More information can be found at www.hms-dev.com

HMS Press Release, page 3 of 3
Halle (Saale) - September 13, 2017

Company contact:

HMS GmbH

E: info@hms-dev.de
T: +49 345 678 789 0
F: +49 345 678 789 99

Universitätsring 6
06108 Halle (Saale)
Germany

www.hms-dev.de

Media contact HMS:

Morgentreu-Harbinger GmbH
Frank Scheibe

E: presse@morgentreu.de
T: +49 341 2471 3461

Posadowskylanlagen 2
04317 Leipzig
Germany

www.morgentreu.de

Media contact Bluefish444:

Daniel Clissold

E: marketing@bluefish444.com
T: +61 3 9682 9477

www.bluefish444.com

