

Press Release

For Immediate Release

Aspex and BlueFish444 announce a certified solution for real-time HD video compression

Buckinghamshire, UK – 9th May 2006 – Aspex Semiconductor™, a UK-based fabless semiconductor company developing leading-edge software programmable “Extreme Processors”, and BlueFish444, a leader in uncompressed video capture and playout cards, have announced the successful integration and certification of the Bluefish444 HD|Fury card with Aspex’s Accelerera HD MPEG-2 Encoder card, to provide a solution for high quality, real time streaming HD MPEG-2 video compression for all High Definition video formats up to 1080i60.

By combining the high quality 4:2:2 video capture capabilities of the HD|Fury with the high performance, high quality video compression offered by the Accelerera HD MPEG-2 Encoder card, OEMs and resellers can create cost-effective solutions for HD archival, live streaming, post-production and IPTV applications.

The solution allows users to ingest broadcast-quality HD MPEG-2 streams from uncompressed HD-SDI sources such as HD cameras, tape decks, or non linear editing systems. The compressed streams can be stored to disk, streamed across a network, or used as a native format for video editing and post-production. By compressing the video stream “on the fly”, the solution removes the need for large, expensive RAID disk arrays for data storage.

The flexibility of the solution also allows the cards to be used separately, supporting existing workflows where uncompressed video is captured directly to disk, edited, and then exported in an HD MPEG-2 format for broadcast, HD-DVD/Blu-Ray optical disc, or saved to hard disk archive.

Aspex’s Accelerera solution accelerates MainConcept’s industry-leading MainConcept MPEG-2 encoder API, enabling end users to make use of the solution inside many popular applications, such as Sorenson Squeeze and Adobe Premiere Pro, or to capture and encode directly within MainConcept’s MPEG-2 encoder application.

Unlike fixed-function encoding cards, Aspex’s partnership with MainConcept gives users complete flexibility over the encoding parameters, such as bit rate, resolution, frame rate, and Group Of Pictures (GOP) structure.

Software integration for OEMs is also straightforward, allowing developers to use either DirectShow filters or the MainConcept and Bluefish APIs to create high performance streaming HD encoding applications.

“We’re delighted to be working with Bluefish444 to certify this solution”, said Jeremy Hendy, VP of Marketing for Aspex. “With many post-production workflows now supporting native HDV editing on the timeline, combining Bluefish444’s high quality HD-SDI video capture and playout with our HD encoding solutions lets end-users ingest high quality compressed streams from tape or camera, straight to the timeline. Combining Bluefish’s video I/O with our encoders also allows us to address the huge market for high quality streaming HD video compression and archival.”

The Accelera HD MPEG-2 Encoder was a joint development with leading software codec provider MainConcept. A complementary synergy was also recently announced by BlueFish444, certifying compatibility with MainConcept’s DirectShow filters. Now, any DirectShow Filter Graphs that a customer builds, will be accelerated by the Aspex card without any changes to the application.

Craig Mott, CEO of Bluefish444, stated – “I am excited at the opportunity that this presents for both BlueFish444 and its end-users. The integration with Aspex Accelera HD MPEG-2 Encoder gives us an edge in the market, and continues the momentum of our strategy to partner with broadcast OEMs to provide high quality solutions for developers of a range of products from news room servers to virtual studio ingest. The two technologies combined provide a strong solution for post-production workflows.

For more information about Linedancer, please visit the Aspex Semiconductor Web site at www.aspex-semi.com

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About Aspex Semiconductor Limited

Aspex Semiconductor is a leading edge fabless semiconductor company specialising in the delivery of extreme processors. These high-performance programmable processors replace FPGAs, ASICs and DSPs at a fraction of the cost.

Aspex enables customers to reduce component costs, shorten time to market and reduce risk by moving to software defined platforms. In addition, the company offers services to speed adoption of Aspex products. Aspex Semiconductor has successfully demonstrated its

architecture in the market place and by optimising the unique benefits of the Aspex processor family, customers are able to keep pace with the most demanding market conditions.

Headquartered in Buckinghamshire, UK, Aspex serves clients and partners worldwide.

For further information visit the Aspex Semiconductor website at www.aspex-semi.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 feature film and 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, compositing and DI solutions making sure that the hardware is optimized for SD and HD. For more information on Bluefish444, please visit the Bluefish444 website www.bluefish444.com.

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