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NewBlueFX Debuts "Video Essentials IV" Effects Collection
New Plugin Suite Removes Wrinkles, Creates Shadows and More

LA JOLLA, CA (October 14, 2010)— NewBlue, Inc., the fastest growing integrated video and audio effects provider, today introduced the fourth offering in its award-winning Video Essentials video effects series. Titled NewBlue Video Essentials IV, this professional set of 106 presets in 10 filters offers dozens of ways to simplify and bring fresh aesthetics to post production. NewBlue Video Essentials IV provides sophisticated editing techniques including Bleach Bypass, Day for Night, Drop Shadow, Fish Eye, Luma Key, Magnifying Glass, Reflection, Skin Touch Up, Slide Show, and Time Clock. Each video plugin benefits from NewBlue's novel approach to making technology powerful, yet accessible.

Like NewBlue's entire line of NewBlueFX video effects plugins, NewBlue Video Essentials IV integrates seamlessly into Adobe After Effects, Adobe Premiere, Adobe Premiere Elements, Adobe Premiere Pro, Apple Final Cut Pro, Apple Final Cut Express, Avid Media Composer, Avid NewsCutter, Avid Symphony, Avid Xpress, Corel VideoStudio, Pinnacle Studio, Sony Vegas, Sony Vegas Movie Studio and Grass Valley EDIUS.

"Video Essentials IV provides dramatic results with a few mouse clicks," said Todor J. Fay, president and CTO. "From removing wrinkles to creating a mask of light, Video Essentials IV empowers editors to create artistic looks without a steep technology learning curve."

Video Essentials IV includes the following powerful filters, all with a number of preset configurations:

- Bleach Bypass, which recreates the classic film bleach bypass look, with a high contrast, harsh, faded look.
- Day for Night, which makes footage shot in the daytime look like night, by changing the light color and levels and removing bright skies.

- Drop Shadow, which creates a shadow for overlays, for use with any keying effect or animated matte for truly stunning layered looks.
- Fish Eye, which distorts an image to simulate the look of an ultra wide angle lens.
- Luma Key, which creates a mask from light, to key out either bright or dark areas of an image.
- Magnifying Glass, which draws attention to one element by increasing the size of a circle or oval, like a glass lens.
- Reflection, which introduces a gentle reflection; great for compositing, titles, and more.
- Skin Touch Up, which selectively smoothes skin and removes facial imperfections while leaving the rest of the picture untouched.
- Slide Show, which converts live action footage into a beautifully composed photo essay.
- Time Clock, which overlays a running timer on the screen.

Pricing and Availability

NewBlue Video Essentials IV is available directly from NewBlue at www.newbluefx.com/buy.html for \$79.95. A fully functional trial version of Video Essentials IV (and all NewBlue offerings) is available for download, as well.

NewBlue Video Essentials IV is also available for OEM, direct channels, 3rd party resellers, and other licensing opportunities. For more information contact: Paul Devermann, VP Business Development, sales@newblueinc.com.

About New Blue, Inc.

NewBlue, Inc. develops innovative audio, video and multimedia technologies for leading companies throughout the world. Founded in early 2002, NewBlue creates and licenses a range of proprietary technologies– including a series of NewBlueFX video technologies, the NewBlue Audio Engine and Audiomatrix technology platform– that meet the varied multimedia needs of mid-and large-sized companies. Experienced developers, musicians, artists, and software professionals with a unique and commanding set of skills, experience and talent comprise the NewBlue team. NewBlueFX line includes 5 audio-oriented plug-in collections and over 16 video-oriented effects and transitions collections for the Adobe Premiere, Apple Final Cut, Avid Liquid, Avid Media Composer, Avid Xpress Pro, Pinnacle Studio and Sony Vegas desktop video product lines, as well as AVCHD UpShift, an AVCHD conversion utility.

For more information on NewBlueFX, visit us at:

<http://www.newbluefx.com/media.html>.

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