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NewBlueFX Introduces OpenFX Support for Sony Vegas Pro 10

LA JOLLA, CA (November 9, 2010)— Innovative video effects creator and technology developer NewBlue, Inc. announces support for Sony Vegas Pro 10, extending its long partnership with Sony to include video effects plugins that exploit the latest features of Sony's desktop video editing product. Existing NewBlueFX customers can instantly access new features in Vegas Pro, such as 3D editing, or upgrade their NewBlueFX video effects plugins free of charge for OpenFX architecture support which makes editing workflow even easier.

"For many years, NewBlue has provided top-quality, feature-rich plugins for Vegas Pro," said Dave Chaimson, Vice President of Global Marketing for Sony Creative Software. "Our users can benefit from the easy to use interface throughout the entire line of NewBlue products." Adds Paul Devermann, NewBlue's VP, Business Development, "We are proud to continue our successful track record of providing filters and transitions for Vegas Pro users. With Vegas Pro 10 and OpenFX, we take advantage of the features that make it easier to apply effects across keyframes and adjust controls."

Currently the NewBlueFX video filters product line includes 10 video effects collections, 6 video transitions collections and 5 audio effects products, boasting over 1500 presets in over 200 distinct video and audio plugins for the Vegas Pro environment. The NewBlueFX product lines features:

- NewBlue 3D Explosions
- NewBlue 3D Transformations
- NewBlue Art Blends
- NewBlue Art Effects
- NewBlue Film Effects
- NewBlue Light Effects
- NewBlue Motion Blends

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- NewBlue Motion Effects
- NewBlue Paint Blends
- NewBlue Paint Effects
- NewBlue Sampler Pack
- NewBlue Stabilizer
- NewBlue Video Essentials
- NewBlue Video Essentials II
- NewBlue Video Essentials III
- NewBlue Video Essentials IV

To view the entire NewBlue VideoFX collection in action, please see the Video Effects Gallery at <http://www.newbluefx.com>. You'll also find video examples included on the individual product pages listed on <http://www.newbluefx.com/videofx.html>.

About NewBlue, 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.

The company unveiled its NewBlueFX product line in 2006 to meet the needs of digital video editing enthusiasts. The NewBlueFX collection of software plug-ins includes special audio and video effects, such as audio filters, noise reduction, equalization, compression and dozens of sophisticated graphic filters and transitions. To date, the 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, Apple Final Cut Pro, Avid Media Composer, Avid Xpress Pro, Corel VideoStudio, Grass Valley EDIUS, Pinnacle Studio and Sony Vegas Pro desktop video product lines, as well as AVCHD UpShift, an AVCHD conversion utility.

For further information on NewBlueFX, please see <http://www.newbluefx.com/media.html>.

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