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**NewBlue Launches NewBlue STABILIZER**

*Latest NewBlueFX Release Bolsters Video Editing Capabilities*

**LA JOLLA, CA (February 17, 2010)**— NewBlue, Inc., the fastest growing integrated video and audio effects provider today released NewBlue Stabilizer, an easy to use motion stabilizing plug-in powerful enough to meet professional demands. NewBlue Stabilizer integrates seamlessly into existing and familiar non-linear editing (NLE) workflows, on the platform of choice. In only a few clicks, users can produce smooth optimized video footage comparable to results typically found only from high end authoring applications.

NewBlue Stabilizer addresses the full range of problems presented by shaky, unstable footage. Through extensive optimization of motion detection and correction algorithms, NewBlue Stabilizer accurately corrects camera shakes, and erroneous motion by analyzing each frame of the clip to produce professional grade, steady, smooth footage. Delivering stunning results with minimal effort, the plugin is a perfect blend of automation and hands-on control including a guided preset assistant, or access to advanced user settings.

"With NewBlue Stabilizer, we deliver a solution to handle the host of problems unsteady footage presents in an easy to use, affordable package," said Todor Fay, chief technology officer, NewBlue, Inc. "NewBlue Stabilizer stands apart from the competition by offering a comprehensive and affordable alternative, ideal for users who depend on professional-level results without the steep learning curve."

NewBlue Stabilizer is compatible with more NLEs than any other stabilization product on the market, across Windows and Mac OS platforms. It shares presets between NLE'S, integrates into familiar workflows, produces professional style steady footage, and easy to use in a competitive price range.

### **Pricing and Availability**

NewBlue Stabilizer is compatible with major video editing software platforms, including 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.

Available directly from NewBlue at [www.newbluefx.com/buy.html](http://www.newbluefx.com/buy.html) for \$99.95; or try before you buy, a full-feature trial version is available for 10 days via download.

NewBlue Stabilizer is also available for OEM, direct channels, 3<sup>rd</sup> party resellers, and other licensing opportunities. For more information contact: Paul Devermann, VP Business Development, [sales@newblueinc.com](mailto: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 15 video-oriented effects and transitions collections for the Adobe Premiere, 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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