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Contact:
Allison Plant
Communications Director
858/551-5145
allison@newblueinc.com

NewBlue Founder to Speak on Audio Software Future
Todor Fay Among Distinguished Panelists at AES Convention

Music and Technology Editors

LA JOLLA, CA (October 14, 2004) - NewBlue, Inc., developer of innovative audio, video and multimedia technologies for leading worldwide companies, announced today that the Audio Engineering Society (AES) has chosen NewBlue co-founder, Todor Fay, as featured panelist at an upcoming San Francisco convention.

Entitled, "FUTURE CHALLENGES FOR THE ALL-SOFTWARE STUDIO: SCALABILITY, STABILITY, USABILITY", Fay will be addressing the professional audio community along with representatives from such leading companies as Digidesign, Pinnacle Systems, Adobe Systems, Apple Computer and more.

The following abstract describes the upcoming session, which will be held on October 31, 2004:

"With the all-software studio, our fundamental mode of interaction with the studio has changed profoundly. What have we gained and what have we lost? What technologies are around the corner to solve the limitations of the all software studio? We can now edit and transform audio with unprecedented ease and clarity, and produce digital effects that have no counterpart in the analog world. However, there are new challenges: Can any pro studio tolerate a workstation crash in the middle of a billable session? Can a pro studio tolerate gaps in the delivery of audio packets? Likewise, can a studio tolerate latencies of tens of milliseconds in live monitoring of a record track? How can a studio incrementally add more processing power? User interfaces can also be non-standard and complex, requiring big investments in training, and creating obstacles to entry for new engineers."

About NewBlue

NewBlue, Inc., privately-held by former Microsofties and industry-recognized software entrepreneurs, develops innovative audio, video and multimedia technologies for leading companies throughout the world.

7514 Girard Avenue • Suite 1 – 314 • La Jolla, CA 92037
t: 858/551 5145 • f: 858/777 3376
www.newblueinc.com

The NewBlue team comprises experienced developers, musicians, artists, and software professionals with a unique and commanding set of skills, experience and talent. This collaborative range of talent and skill produces innovative and powerfully functional technology for the audio, video, multimedia and gaming communities

About AES

The Audio Engineering Society, now in its fifth decade, is the only professional society devoted exclusively to audio technology. Its membership of leading engineers, scientists and other authorities has increased dramatically throughout the world, greatly boosting the society's stature and that of its members in a truly symbiotic relationship.

The AES serves its members, the industry and the public by stimulating and facilitating advances in the constantly changing field of audio. It encourages and disseminates new developments through annual technical meetings and exhibitions of professional equipment, and through the Journal of the Audio Engineering Society, from initial inquiry to complete-and-on-time installation.

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NewBlue, Inc.
7514 Girard Avenue
Suite 1-314
La Jolla, CA 92037
858.551.5145
858.777.3316 fax
www.newblueinc.com