



Everything you need:

- Tools to communicate with the FlipFactory API and core transcoding engine
- Code examples and advanced technical support
- Choose from two levels of integration
- Join our partner program with promotion and reseller opportunities

Integration Package and Software Developers Program

Transcoding versatility, programming simplicity.

Integrate versatile FlipFactory media transcoding and distribution software into your own applications and media workflow – seamlessly and effortlessly.

Now you can embed Telestream's powerful FlipFactory media transcoding automation software technology into media management applications and workflow processes, without having to develop them from scratch. Built on a modular, well-documented architecture, FlipFactory and the core transcoding engine provide seamless tools that you can almost take for granted.

With two great integration alternatives to choose from, the basic Integration Package or the more comprehensive Software Developers Program, you select the exact level of technology, documentation and support you need.

FlipFactory Integration Package

If you are a content owner, service provider or systems integrator looking to customize the way you transport media to/from FlipFactory, develop notification plug-ins for third party products, or instantiate a flipping session from your existing application, then the Integration Package is probably for you. You'll get the **FlipFactory SDK**, which provides you with our XML-based Media Description Markup Language (MDML), detailed documentation, and sample code to assist you in this top-level integration, plus extra phone support to help you through the process.

FlipFactory Software Developers Program

If you already have an application which manages all the media and metadata workflow, and want to communicate directly with FlipFactory's core transcoding engine, then our Developers Program is for you. In addition to providing you access to directly control the transcoding engine, the **Flip Server SDK** enables you to extend the capabilities of the Flip Server by developing your own compatible encoder, decoder, analysis and processing components.

When you purchase membership in the FlipFactory Software Developers Program, you receive a full-featured developer's license to the core transcoding engine **Flip Server SDK**, plus comprehensive documentation, our XML-based MDML language, code samples, and a whole lot more. With the Developers Program you will also become a member of our technical community, which gives you access to high-level engineering resources within our company. You'll receive advance software releases and direct input into development of future FlipFactory features and functionality.

As a FlipFactory software developer, you're automatically entered in our partner program, which can help you structure OEM licensing and reseller opportunities for your application. Joint marketing opportunities will be available to you. And, joining the FlipFactory Software Developers Program solves the "build versus buy" challenge, saving you time, money and the hassles associated with building an application from the ground up.

Whether you want to stitch FlipFactory into your workflow as an end user or embed the core Flip technology into your third party application, Telestream has the programs to help you achieve your goals – be they greater efficiency, added functionality or increased competitiveness and market share. Join the leader in transcoding technology – Telestream.

