

TELESTREAM

Bringing complete, flexible, and market-proven video ingest and transcoding to enterprise rich media content management

- Ingest digital video into a secure, metadata-rich media repository for searching, previewing, and distribution
- Supports both original and proxy media formats
- Convert video files from one encoding format to another – automatically or on-demand
- Deliver video content to editors or consumers in the formats and bit-rates most appropriate for their connection bandwidth and business processes
- Combined solution automates video production, post-production and assembly operations

With the integration of FlipFactory® from Telestream®, ClearStory EMS is now able to ingest, present, manage, and deliver virtually any form of digital video content through a thin-client web-browser application. This enhanced capability brings the rich experience of full-motion video to:

Communication Projects, including external messaging to customer and investors, or internal programs for employees, vendors, or partners

Content Production, including the selection, review, and approval of content submissions, such as dailies or pre-broadcast review

Distribution Infrastructure, wherever there is a need to deliver video content to multiple locations, including VOD, distance learning, and short-form content distribution

How the combined solution meets your business challenge

ActiveMedia, powered by Enterprise Media Server (EMS) provides a pure Java media management services platform – a modern, reliable, and industry-proven standard for enterprise-level applications.

Telestream brings its technology and years of proven expertise in digital media encoding and file transfer. ActiveMedia ensures that transcoding and delivery services from FlipFactory are performed only on the right assets, at the right time, and for the right people.

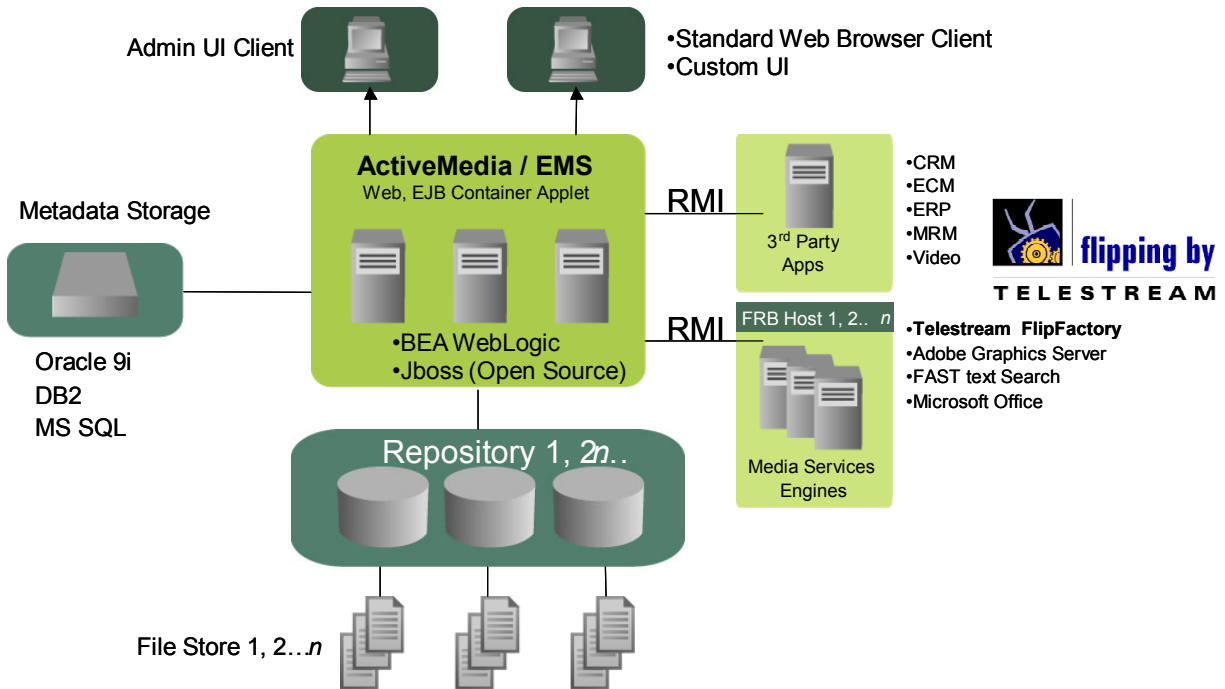
Why choose this combination?

The rich metadata and security capabilities of ActiveMedia ensure that the correct encoding of the appropriate video content can instantly be found, previewed, and delivered only by and to the proper people in the organization. Because ActiveMedia has a defined structure to support multiple proxy encodings, asset metadata, and flexible asset organization tools, video content can be quickly and precisely incorporated into virtually any business or production process. Competitive offerings fall short in their ability to rapidly adapt to a broad range of business needs, resulting in wasteful and unnecessary project delays and cost overrun.

Telestream’s FlipFactory integrates with ActiveMedia and the EMS platform to automate your workflow processes—seamlessly, effortlessly, all-digittally. FlipFactory is powerful, scalable software that provides load-balanced processing across one or more servers to meet your exact media processing needs. Plus, FlipFactory software is adaptable to support new media formats as they evolve.



The combined technical solution



About ClearStory Systems and its products

ClearStory Systems is the leader in high-performance solutions for digital media communications. ClearStory software manages the enterprise digital media supply chain—from creation and collaboration, to lifecycle management and delivery—to give companies a competitive advantage, marketing agility, and maximum efficiency. Backed by premier customer support and service, ClearStory award-winning products are easy to use and readily align with our customers' business objectives for both a rapid return-on-investment and low total cost of ownership. Visit us at www.clearstorysystems.com.

About Telestream and its products

Telestream products have set the standard with the world's leading media and entertainment companies for the access and exchange of high-quality video via IP networks. The company's video delivery appliances, powerful workflow automation applications and reliable customer service have gained Telestream a worldwide reputation as *the industry standard* for automated media access, encoding, and delivery. Customers rely on Telestream for convenient, cost-effective, and robust digital media exchange. Telestream's FlipFactory software applications run on a Windows 2003 or XP Pro platform to provide automated transcoding between digital formats and file transfer between professional video systems. Telestream's automation applications and smart media management middleware are streamlining workflows for broadcasters, content owners and creators.