

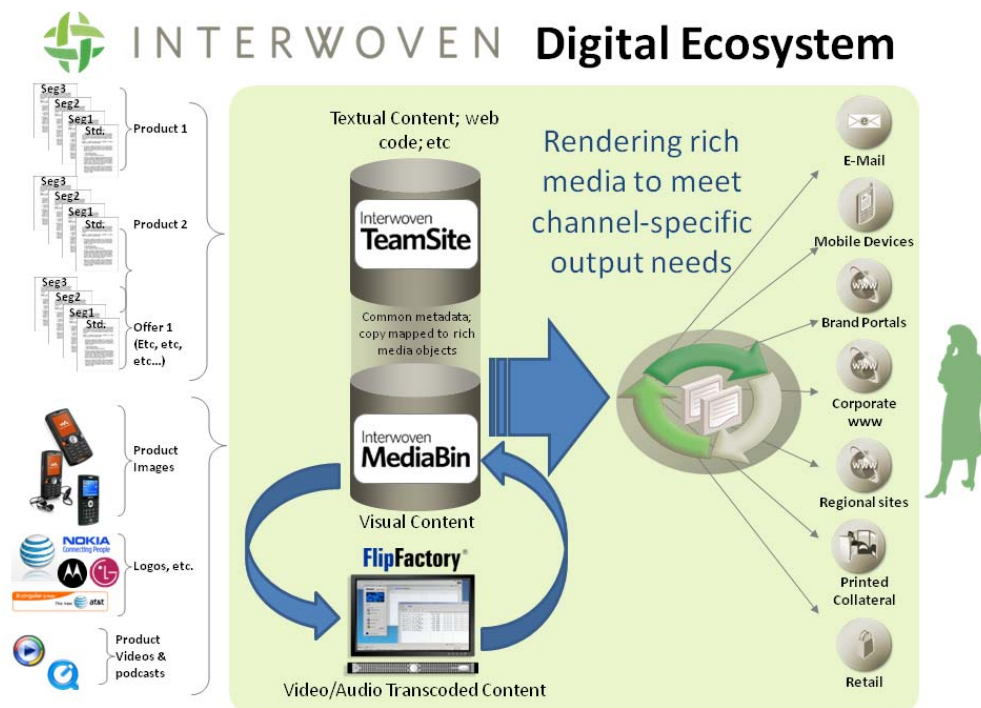
Enabling multiple users to easily access any type of video and audio media – any time, anywhere, in any format

- Support for a wide range of video and audio formats
- Convert video files from one encoding format to another – automatically or on demand
- Deliver video content to clients in the formats and bit rates most appropriate for their needs

The digital media access challenge

Managing video, audio and related content has always been a challenge due to the extremely large amounts of data involved and the strain that puts on storage, distribution and viewing systems. Different customers have their own requirements in terms of creation workflow, warehousing, rights management, security,

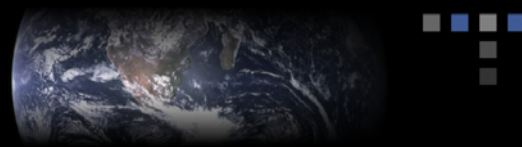
networks, outsourcing, etc. Add to this the range of formats and devices media may be coming from, and the equally broad range of formats and delivery methods that may be involved to support previewing, selecting, moving or distributing content, and you have a significant workflow issue.



Telestream Integrates with Interwoven to simplify digital media workflows

Telestream's FlipFactory integrates with Interwoven's MediaBin to automate your media workflow processes—seamlessly, effortlessly, all-digitally. 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.



How the integrated solution works

The real power of Telestream's FlipFactory lies in its ability to simultaneously convert audio and video files into multiple formats. Interwoven's MediaBin Asset Server has always supported a "core asset module" for image assets – meaning a single high-resolution image asset is managed in MediaBin, and users can request the asset in the proper size, resolution, format and color space. Integration with Telestream's Flipfactory enables the same core asset model for audio and video assets, enabling the MediaBin asset management application to deliver video assets in the proper form to end-users or web applications.

A MediaBin user can easily search for audio and video assets, view a storyboard or play a preview, then request to download the asset. Based on user access rights, they may be given a list of download options which correspond to a particular Factory. A "Factory" is a user-defined, preconfigured set of encoding parameters which specifies the formats to be produced, as well as the desired enhancement settings. MediaBin passes the original video along with the settings to Flipfactory which converts the video, then delivers it back to the user. For example, FlipFactory might take an AVI source file and produce a Windows Media file at 56kbps or 200kbps or a QuickTime or Real file.

Benefits of the joint solution

Increase brand control

by providing users with an easy way to access the most up-to-date, brand-approved marketing content in any format they require

Accelerate time to market

by accelerating the delivery of brand-correct, up-to-date marketing content so that internal departments and external partners can get what they need as quickly as possible

Increase efficiency

by automating the production and delivery of marketing content in the required format. MediaBin and FlipFactory reduce the costs associated with manual processes

About Telestream

Telestream products make it possible to get video content to any audience regardless of how it is created, distributed or viewed. Throughout the entire digital media lifecycle, from capture to viewing, for consumers through high-end professionals, Telestream products range from components and encoding applications to fully-automated workflow systems. Telestream enables users in a broad range of business environments to leverage the value of their video content. Telestream corporate headquarters are located in Nevada City, California, and its team of video experts are located in France, Germany, Sweden, UK and US. The company is privately held.

About Interwoven

Interwoven, Inc. (NASDAQ: IWOV) is a global leader in content management solutions. Interwoven's software and services enable organizations to maximize online business performance and organize, find, and govern business content. Interwoven solutions unlock the value of content by delivering the right content to the right person in the right context at the right time. Many of the world's leading companies, professional services firms, and governments have chosen Interwoven, including adidas, Airbus, Amnesty International USA, Avaya, BT, Cisco, Citi, Delta Air Lines, DLA Piper, FedEx, Grant Thornton, Hilton Hotels, HKMP LLP, Hong Kong Trade and Development Council, HSBC, LexisNexis, MasterCard, Microsoft, Samsung, Shell, Sky Italia, Qantas Airways, Tesco, Virgin Mobile, and White & Case. A community of over 25,000 developers and over 300 partners enrich and extend Interwoven's offerings. To learn more about Interwoven, please visit www.interwoven.com.