



Leverage the full power of FlipFactory through Microsoft® Interactive Media Manager

- Integrate systems across business operations
- Extend workflow processes for more efficient project completion
- Control tape ingest from any workstation on your network with Pipeline
- Integrate your existing FlipFactory into Interactive Media Manager
- Easily add transcoding to your collaborative workflow

Connecting People, Processes and Rich Content: Interactive Media Manager, Pipeline, and FlipFactory

The recent revolution in digital technologies has changed the way media companies produce, manage, and distribute content. These technologies open opportunities for unlimited profit and growth while also presenting significant business challenges.

To successfully address these challenges, media and entertainment firms need a media-focused solution that will:

- Bridge process gaps between content production and business departments
- Eliminate unnecessary manual workflow processes
- Provide management with real-time insight into production details
- Integrate with existing media system investments and infrastructure
- Improve ability to manage video, audio and metadata

Microsoft Interactive Media Manager solves these challenges by providing a collaborative media management solution. Telestream's Microsoft® Interactive Media Manager Partner Extensions provide seamless solutions for ingesting your tape and for transcoding your media assets within this collaborative and media-focused workflow.

Simplify Your Media Workflows

Currently, media and entertainment companies are saddled with a number of isolated applications that prevent people from working efficiently. Interactive Media Manager connects these back-end systems, and allows companies the ability to create a customized media-management and collaboration solution on top of their existing investments.

Interactive Media Manager integrates with Microsoft Office Outlook® 2007, enabling workflows that reflect

the way people actually work. For example, the system pushes tasks and forms directly to people's Inbox, so they can quickly move through review and approval processes.

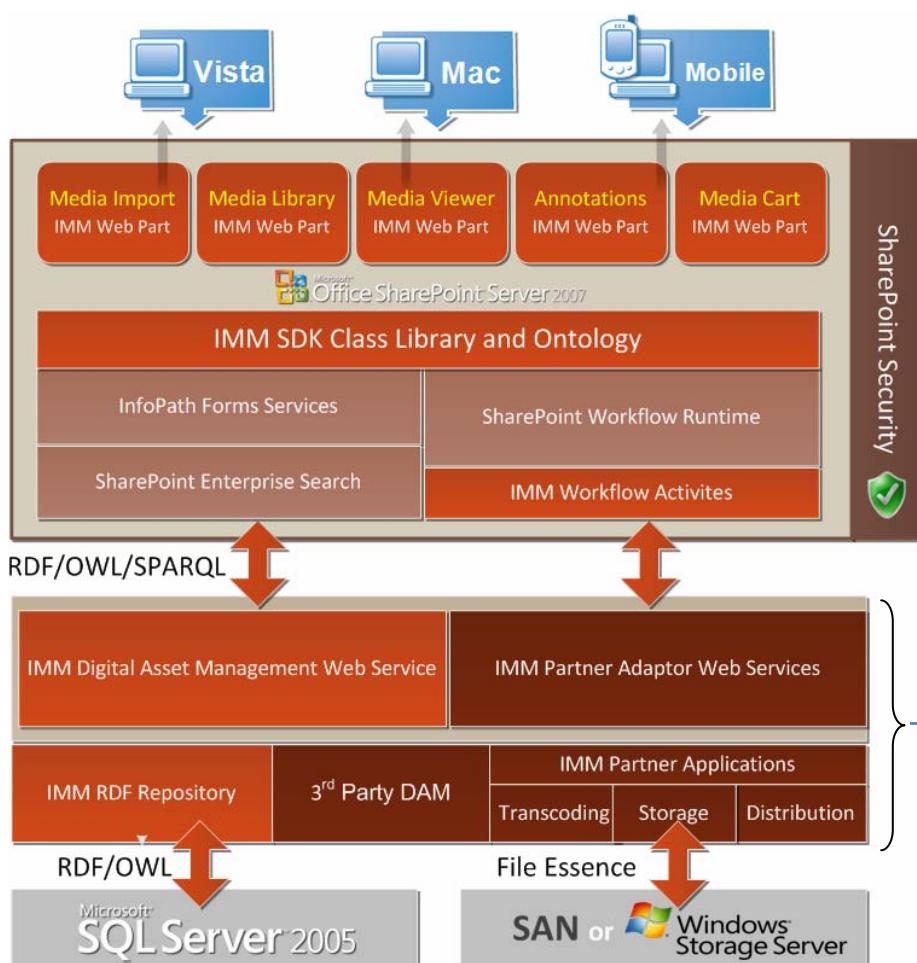
Behind the scenes, Interactive Media Manager provides tools for quickly building complex workflows and monitoring the performance of those workflows. The built-in workflow reporting functions show the status of ongoing workflows, as well as details and time spent on each step.

As part of this comprehensive solution, Interactive Media Manager provides the out-of-the-box capability to capture from tape or other base band sources with Telestream's Pipeline network encoding device, and to integrate with Telestream's FlipFactory workflow automation application adding seamless ingest, delivery, transcoding and notification services to the workflow.

Easy Workflow Integration

Whether you already own FlipFactory, or you are looking for a more efficient way to transcode your media, Interactive Media Manager with the Telestream Interactive Media Manager Partner Extension gives you a way to automate your transcoding capabilities within a fully integrated and collaborative workflow. Add Telestream's Pipeline network-accessible encoding device for a cost-effective video capture solution and create a robust end-to-end workflow.

These Interactive Media Manager Partner Extensions are an abstraction layer to Telestream which allows companies to create an even more flexible workflow. You can refine or customize both applications to allow you to take full advantage of the power of FlipFactory transcoding capabilities.



About Microsoft Interactive Media Manager

Microsoft Interactive Media Manager is a collaborative media management solution that extends Microsoft Office SharePoint® Server 2007 for media and entertainment companies. The solution builds on existing technology investments, and helps companies create an end-to-end content production system accessible by everyone. In addition, Interactive Media manager easily integrates with Microsoft business intelligence tools, giving management insight into production details.

Microsoft engages with a carefully selected group of top-tier, media-focused partners to deliver and extend Interactive Media Manager. The end result is a tailored, enterprise solution that reduces operational costs and helps companies become more agile so they can quickly pursue new opportunities.

About Telestream and its products

Telestream products have set the standard with the world's leading media and entertainment companies, corporations, and government institutions for the efficient encoding, organizing, and delivery of digital media. Customers rely on Telestream products for convenient, cost-effective, and robust digital media access and exchange across data networks.

Pipeline is a real-time media encoding hardware device that provides flexible tape and base band video capture for Telestream's FlipFactory as well as third party products.

FlipFactory is flexible, scalable, server-based workflow automation software that provides unparalleled file transfer support for the wide range of systems and format variants found in today's broadcast and entertainment environments. FlipFactory seamlessly integrates with all the leading professional systems to enable digital video/audio ingest, metadata extraction, transcoding between formats, delivery of extracted metadata, and distribution of media to destination systems in the formats required by each.