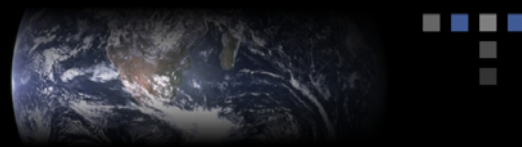




TELESTREAM



PARTNER SOLUTION



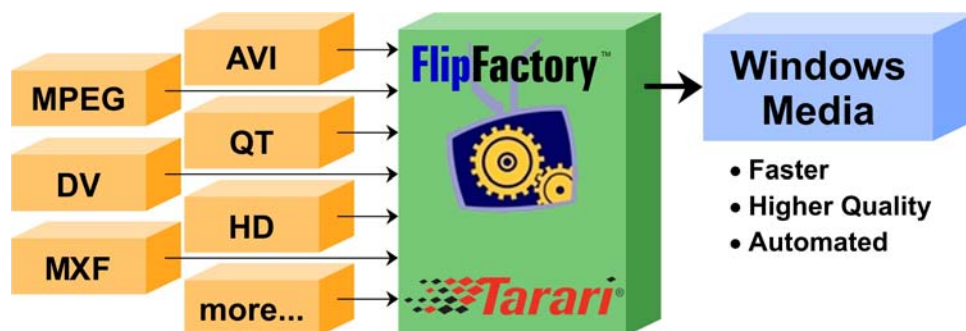
TELESTREAM

Automated, accelerated Microsoft Windows® Media® Encoding

- Enables faster encoding of content into Windows Media format
- Encode from any source format with FlipFactory workflow automation
- Enhances video quality while increasing encoding speed
- Accelerated encoding into Windows Media 9 at HD rates
- Free upgrades to continued acceleration enhancements as available

For the first time, content creators and distributors have access to a combined product solution from two industry leading companies. Tarari and Telestream have partnered to provide faster, automated Windows Media encoding, easily integrated into virtually any encoding workflow.

The Tarari® Encoder Accelerator for Windows Media dramatically accelerates encoding of high quality Standard Definition and High Definition Windows Media 9 video content. Telestream's industry leading media workflow automation application, FlipFactory®, provides integration with a broad range of systems in the broadcast or post production facility. FlipFactory enables automated, batch encoding of content from virtually any video editing system or server. Together, the Tarari and Telestream solution offers high performance Windows Media in the background, integrated with your workflow, allowing you to get your content encoded more quickly and cost-effectively.



Meeting the Microsoft Windows Media encoding workflow challenge

Microsoft's Windows Media 9 format enables groundbreaking improvements in video quality at extremely efficient bit rates. Windows Media 9 enables improved viewing experiences for web streaming as well as HD quality production on next-generation DVDs. The challenge, though, is that video encoding is CPU intensive, which can result in a slow encoding process. Until now, content creators needed to add an increasing number of high-performance servers to handle off-line video encoding.

Tarari and Telestream have changed the rules of the game, by offloading CPU-intensive encoding tasks to the Tarari Encoder Accelerator. Now, post-production facilities, broadcasters, and IPTV providers can significantly increase throughput, maximizing the return on their encoding resources, while cutting costs.

**Superior quality encoding**

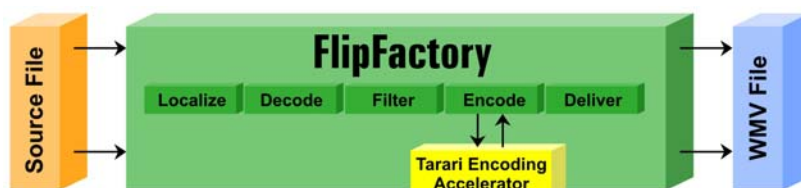
Tarari's hardware version of the highest quality Microsoft video encoding algorithms ensures that you always get the highest quality encoded video output – at accelerated encoding speeds.

Tarari does the heavy lifting – and CPU offload

Since Tarari's technology is designed to perform compute-intensive functions, such as motion estimation much faster than general-purpose CPUs, encoding is faster. By offloading algorithms which take the most CPU cycles, Tarari technology frees the CPU for other tasks, such as FlipFactory decoding and filtering, resulting in increased overall system productivity.

FlipFactory – from DVD publishing to broadcast automation

Telestream offers a range of FlipFactory models and options to fit your exact workflow needs. And, with automated folder monitoring, comprehensive format support for virtually all leading edit systems and video servers, and integration with the top Digital Asset Management applications, FlipFactory offers high volume encoding support with unparalleled workflow automation.

**Plug & Play – and Accelerate!**

Tarari and Telestream offer plug-and-play compatibility, enabling you to get started right away. The combined solution supports parallel processing, enabling you to complete multiple jobs simultaneously for enhanced overall content encoding throughput. Speed enhancements can range from 2 times faster, for WM9 proxy files, up to 10 times faster, for full resolution WM9 files, than software-only encoding. Continued enhancements can be provided through software upgrades. Contact Telestream or Tarari to discuss the improvements you might see in your application.

About Tarari and its products

Tarari, Inc., the award-winning acceleration company headquartered in San Diego, Calif., designs and produces Tarari Content Processors that accelerate and offload compute-intensive, complex algorithms used in XML/Web Services, Network Security and Digital Media environments. Tarari's product line includes both board and ASIC-based Content Processors. Tarari's customers include network equipment, appliance and server vendors as well as independent software vendors. Tarari is a privately held company with venture backing from Crosspoint Venture Partners, Intel Capital, Miramar Venture Partners, Morgan Stanley Venture Partners and XMLFund.

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 encoding, organizing, and delivery of digital media. Customers rely on Telestream products for convenient, cost-effective, and robust digital media access and exchange over IP networks. The company's automation applications and smart media organization solutions streamline workflows for broadcasters and media companies, as well as content owners and content creators in government, higher education, and corporate markets. Telestream and its team of video experts are located in Nevada City, the "video valley" region of Northern California. The company is privately held.

Copyright © 2006 Telestream, Inc. All trademarks mentioned herein are the property of their respective owners.

For more information:

www.tarari.com
info@tarari.com
+1 (858) 385-5131

www.telestream.net
info@telestream.net
+1 (530) 470-1300

August 2006