



Unify your Digital Asset Management Workflow

- Integrate your workflow – providing access throughout an organization or worldwide
- Ingest from tape or live feeds with Telestream Pipeline or Pipeline Quad
- Transcode to any format with Telestream FlipFactory
- Search, Share and Deliver with eMAM™2.0 DAM Solution

Integrating Digital Asset Management (DAM) into your media workflow

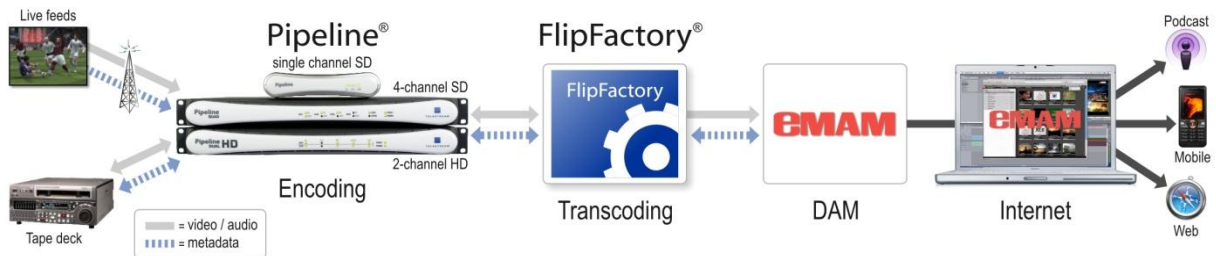
An integrated DAM system provides an unlimited centralized storage location for all your digital assets – making it easy to search, manage, control, catalog, publish and distribute all your digital assets: video, audio, graphic images, logos, templates, text and more. An efficient DAM solution allows all your information to flow to all the right people quickly and efficiently - so they can manage and share it whenever and wherever they need to, with whomever needs it.

Empress and Telestream offer an integrated DAM workflow solution

Telestream and Empress have partnered to bring you a completely integrated digital media management workflow solution – from ingest to delivery. Empress developed a powerful DAM system in response to the needs of its diverse clientele. The system makes it easy to search, send, and share media assets.

By partnering with Telestream, Empress expands its solution to include fast, efficient ingest of video, audio and metadata into the DAM system, automatic transcoding to virtually any video or audio file format, and automated file transfer between systems, such as VTRs, editing systems, media servers, digital archives, DVDs, and camera feeds.

Telestream’s FlipFactory® transcoding workflow automation server software speeds up the process of reformatting and moving media files in and out of the DAM system. Telestream’s Pipeline™ network-based video capture system provides real-time ingest from tape or live feeds into the DAM system. Empress eMAM™2.0 offers a cost-efficient, customizable web-based solution that is easily tailored to specific customer needs.



Videotape is put in the deck or feeds are captured live from cameras and ingested through Telestream’s Pipeline encoder to FlipFactory for transcoding and uploading to eMAM™ 2.0. From there, users can view their assets anywhere via Web access.





Why choose the combination

Choose our combination and witness a web-based DAM solution that is fully customizable, secure and cost efficient. Telestream's multi-channel Pipeline Quad system combines with eMAM™2.0 to quickly and efficiently ingest multiple live feeds from different cameras into the DAM workflow. Pipeline can create a high-resolution QuickTime-wrapped DV file which is automatically redirected to Telestream's FlipFactory to create a low-resolution proxy file (such as Flash) for web-based preview in eMAM™2.0. It can also manage the native file for subsequent delivery in any format to any system. Our unique combined solution enables seamless media collaboration, review and approvals, and delivery – providing greater efficiency and productivity for your organization.

About Empress and its product

eMAM™2.0 software was developed to meet the demanding tapeless workflow requirements of its varied customers. With its clean and fully customizable interface, eMAM™2.0 offers a user-friendly, secure, hosted or enterprise solution. eMAM™2.0 seamlessly utilizes Telestream's Pipeline control for ingest of tape or multiple live feeds, as well as FlipFactory for transcoding. Creatives can access, annotate, and share entire content libraries on the fly with eMAM™2.0. All types of assets, such as video, audio, images or documents, can be easily searched using eMAM™2.0's powerful search engine. Users can comment, tag, perform simple edits, mark up individual frames, and send for approvals. These are all key features that make eMAM™2.0 a powerful DAM solution.

About Telestream and its products

Telestream is a leading provider of video encoding, transcoding and workflow automation solutions. 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, easy enough for consumers, yet powerful enough for high-end professionals, Telestream products range from components and encoding applications to fully-automated workflow systems.

In a DAM workflow, Telestream's Pipeline and FlipFactory products enable both real-time and file-based acquisition of SD or HD media, network connectivity, automated format detection and transcoding, metadata entry and automated extraction – plus seamless integration with third party solutions such as eMAM™2.0.

Pipeline is a real-time media encoding hardware device that provides flexible tape and baseband 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 digital media environments. FlipFactory seamlessly integrates with 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 required formats.

Click on the fish to see a demo of eMAM™2.0 working with Pipeline & FlipFactory



For more information, visit: www.empressdigital.com www.telestream.net July 2009

Copyright © 2009, Telestream, Inc. All trademarks mentioned herein are the property of their respective owners.

