



**TELESTREAM**

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**NEWS RELEASE**  
**FOR IMMEDIATE RELEASE**

## **Telestream Automates Digital News Transfer for WLS-Chicago**

*Leading industry vendors utilize Telestream technology to automate ingest and exchange of news media and metadata at WLS-TV*

**Nevada City, Calif., November 21, 2002** – Telestream, the leader in broadcast media transcoding solutions, today announced that WLS-TV Chicago, an ABC owned & operated station, went live in September with digital news transfer technology developed by Telestream. Implementation of digital news transfer marks the final milestone in WLS' transition to an all-digital newsroom. Telestream's FlipFactory™ file transfer automation technology enables WLS to replace cumbersome handling of tape with a faster, more convenient LAN-based media transfer solution. It also provides interoperability between different vendors' systems.

"The beauty of the FlipFactory technology is the advanced level of automation it provides," explains Kal Hassan, Director of Engineering at WLS-TV. "FlipFactory transcodes more than 300 pieces of ABC NewsOne content that we receive each day and automatically deposits it on our high-resolution video server, making this material immediately available to the news editing team. This technology has made a tremendous improvement to our newsroom workflow."

Working closely with applications from Pathfire and Avid Technology, Inc., Telestream's FlipFactory file transfer and metadata exchange capabilities enable seamless product integration and an automated, digital workflow – from receipt of incoming news content to delivery to downstream systems. Digital file transfer eliminates the need for manual, baseband video conversions. Telestream's FlipFactory file transfer application is also being integrated by Pathfire into the News Connect Module for the Pathfire Digital Media Gateway (DMG) platform.

"Telestream's Flip technology enables true digital integration and automated workflow. Our experience at WLS is a 'real world' example of the efficiencies and station workflow improvements that can be realized through automated and integrated systems with digital to digital file transfer," said John Wilson, GM, Pathfire Broadcast. "The Pathfire network is expanding to reach additional stations daily, and we're delivering more news content than ever before. As these stations receive more digital content through the DMG, they are very interested in automation, transcoding and digital delivery of media and metadata between the DMG server and destination systems such as broadcast servers and news editing systems. We're pleased to be partnering with Telestream and including their Flip technology in Pathfire's DMG News Connect."

The automated news workflow at WLS starts with incoming content being received in digital file format from ABC NewsOne via the Pathfire DMG server. Media are sent to the FlipFactory server for automatic transcoding and delivery to the Thomson Grass Valley Profile XP playout server, and metadata are sent to the Avid® Media Browse™ news management system. News content is accessed and transferred directly from the Pathfire DMG client interface. Digital file transfer provides WLS with improved media quality and greater speed and convenience than previous analog-to-digital media transfers.

"Integration of the Avid Media Browse system with Telestream's FlipFactory file transfer application and Pathfire's Digital Media Gateway fills an important part of the news workflow for WLS, namely automating the ingest of news content," said David Schleifer, Director of Avid

Broadcast. "Telestream's XML metadata schema provided a valuable toolset to integrate with our application programming interface (API) for a quick and smooth product integration."

"We're pleased to have Pathfire and Avid utilizing our XML-based platform to facilitate the exchange of media and metadata at WLS," said David Heppe, Telestream's VP of Marketing and Business Development. "As newsrooms around the world transition to all-digital workflows, smart middleware is required to enable seamless exchange between vendor solutions. Our platform solves this challenge for news, and a growing number of third party developers are using it to enable media and metadata exchange between incompatible systems such as video servers, edit systems, asset management and automation systems."

#### **About Telestream** ([www.telestream.net](http://www.telestream.net))

Telestream products have set the standard with the most demanding media companies in the world for the encoding and delivery of broadcast-quality video and streaming media via IP networks. Telestream's MPEG appliances and transcoding automation software products eliminate today's time consuming, manual process of media acquisition, encoding and delivery to servers as well as the challenge of interoperability between incompatible systems. Simple, fast and reliable are reasons why CNN, NBC, Warner Bros. and other high profile media companies rely on Telestream technology. Located in the "video valley" region of Nevada City, California, Telestream is privately held and is funded by Intel, Shaw Venture Partners, Hallador Venture Partners and angel investors.

#### **About Pathfire** ([www.pathfire.com](http://www.pathfire.com))

Pathfire is a leading business-to-business provider of digital media content distribution and management services. Customers are broadcast, cable, Internet and entertainment companies who understand that delivering content in a digital format can offer many advantages in terms of cost and efficiency. Through the Pathfire network, customers manage distribution of news, syndicated productions, stock footage, ads and other types of video content. Our suite of highly specialized, market-specific software applications can dramatically improve how our customers use this content in daily operations. Pathfire serves major broadcast networks, cable companies, advertising agencies and other leading media companies. Our customers include ABC, CNN NewsSource, DWJ Television, Getty Images News Services and Image Bank Films, Advertising, National Geographic Television, NBC, MultiVu (a PR Newswire Company), News Broadcast Network (NBN), Point.360, UMTV (an initiative of United Methodist Communications), Warner Bros and West Glen Communications.

#### **About Avid Technology, Inc.** ([www.avid.com](http://www.avid.com))

Avid Technology, Inc. delivers the solutions that *Make, Manage and Move Media™*. As a recognized digital standard for professionals who *Make* the world's media -- from video, audio and film to animation, special effects and streaming media -- Avid's products are used to make more television and news shows, commercials, music videos and CDs, corporate/industrial productions and major motion pictures combined than any other nonlinear editing manufacturer in the world. Building on its award-winning heritage, which includes several Emmy® awards as well as an Oscar® statuette representing the 1998 Scientific and Technical Award for the concept, design and engineering of the Avid Film Composer® system for motion picture editing, Avid is extending its reach by redefining how digital media is shared, stored and distributed. To *Manage* today's increasingly rich collection of dynamic media, Avid provides powerful servers, networks and media tools to help customers search files, share media and collaborate on new productions, both locally and globally. Avid's solutions also empower users to easily *Move* media, whether on air, over cable or satellite or through the Internet. Like no other media company today, Avid's end-to-end solutions span the continuum of media creation, management and distribution. The company's corporate headquarters are located in Tewksbury, MA. Avid and MediaBrowse are either registered trademarks or trademarks of Avid Technology, Inc. in the United States and/or other countries.

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