



TELESTREAM

NEWS RELEASE
For immediate release

Telestream Demonstrates Workflow Efficiency Solutions at NAB2009

Desktop-to-enterprise products reduce cost and increase productivity; demonstrations to include network video capture, encoding, transcoding, workflow automation and live video production

Nevada City, Calif., February 10, 2009 – [Telestream](#) will feature an expanding lineup of products in Booth SL3305 at the National Association of Broadcasters Convention (NAB2009) April 20-23. Demonstrations will focus on ways to help users reduce costs, increase productivity and improve workflow efficiency. The company's broad product portfolio includes desktop-to-enterprise class solutions, including video capture, encoding, transcoding, workflow automation and live video production.

New Pipeline HD Dual expands real-time video capture family

Pipeline HD Dual is the latest model to emerge from Telestream's award-winning series of [Pipeline](#) network [video capture](#) systems. This two-channel hardware encoder captures high definition video from SDI tape or live sources and encodes it in real time to leading HD editing formats, including Avid DNxHD, Apple ProRes 422 and Panasonic DVCPRO HD. Pipeline HD Dual encodes multiple HD and SD formats in a single device – providing flexibility in multiformat environments for users' evolving needs.

Pipeline is changing the game in live multi-camera production of sports, news, concerts and other events. The ability to *edit while ingest* allows immediate access to content for fast turnarounds. Pipeline is ideal for quickly creating news or highlights packages. When used with Telestream's FlipFactory or Episode Engine, multiple live broadcast feeds can be captured for instant [transcoding](#) to other formats. Pipeline provides a cost effective alternative to conventional broadcast server channels for ingesting media into file-based workflows. At NAB, Telestream will demonstrate multiple ways to easily capture video: log/capture from tape, schedule live recordings, crash record, and an API to automate custom, third-party control.

FlipFactory reduces operating costs, increases ROI

Telestream's enterprise-class FlipFactory workflow automation products are used by the world's most demanding video professionals to save time and money by automating digital media workflows. [FlipFactory](#) transcodes content between a broad range of formats and transfers media files between all the leading professional systems, including broadcast servers, editing systems, automation systems and storage solutions. Powered by FlipFactory, Telestream's [TrafficManager](#) and [AdManager for Cable](#) reduce cost and increase efficiency for HD/SD commercial ingest, providing a fully automated, hands-free process – from catch servers to playout servers. At NAB, Telestream will demonstrate more formats and faster speeds – including real time HD-to-HD transcoding on a single server.

Episode brings cost-effective transcoding to PC and Mac users

The entire family of Episode desktop to server transcoding software solutions will also be featured at NAB. With desktop prices starting at \$495 and server prices starting at \$3,950, Telestream's powerful Episode multiformat encoders and transcoders enable users to cost-effectively increase revenues by converting video and audio for on-demand delivery to the web, mobile phones, iPod and other increasingly popular portable media devices.

New at NAB2009 is [Episode](#) desktop encoding for both PC and Mac users. Episode Engine transcoding solutions for the Mac scale from a single server to very high-speed distributed server clusters for time-critical needs. [Episode Engine](#) is used worldwide, from small studios to the most demanding high-speed, high-volume Mac-based enterprise transcoding environments.

Wirecast brings the power of live video production to the desktop for live webcasts

A new real-time video production software product for Mac and PC users was added to Telestream's product lineup last summer when the company acquired Vara Software Ltd. Wirecast (\$495) is a desktop application that turns any Mac or PC into a video studio, allowing users to quickly and easily capture live events, create and distribute content for real-time web delivery. [Wirecast](#) is useful for a broad range of businesses, including entertainment companies and corporate communications departments. Users can stream multiple live video cameras, while dynamically mixing in other media. Features include chroma key, built-in titles and a layering system. Live Earth, one of the world's largest [webcasts](#), was powered by Wirecast, providing on-demand footage to more than 10 million simultaneous viewers on MSN.com.

Telestream NAB speaker presents BEC workflow automation session

Telestream will share its industry expertise at the April 21 NAB Broadcast and Engineering Conference (BEC) session, Managing Content and Data for Television, as Telestream speaker, John Pallett, presents "Automating Workflows: Go Broad or Deep?"

The NAB Conference takes place from April 20-23 in Las Vegas, Nevada. For more information about Telestream and its products, to request a free trial, or find a sales contact near you, visit www.telestream.net.

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About Telestream (www.telestream.net)

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.

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