



TELESTREAM

NEWS RELEASE
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Telestream Pipeline Provides Quick Turnaround for Multi-Camera Editing

Renowned editor, Mitch Jacobson uses Pipeline to break new ground in live multi-cam production

Nevada City, Calif., February 12, 2009 – Renowned producer and editor, Mitch Jacobson, put Telestream's Pipeline™ video capture system to the test at two recent major live events: an Elton John concert and a Guitar Hero publicity launch for Aerosmith. [Pipeline](#) is a unique video capture solution that enables files to be edited during ingest. This capability allowed Jacobson to meet critical time constraints using cost effective hardware.

"Without a direct-to-disk multi-cam ingest while editing system like Pipeline, I would not have had the time to create my programs and make our quick-turnaround deadlines, period," reports Mitch Jacobson, owner and executive producer at Category-5 Entertainment in New York City. "Pipeline allowed me to get an edge on my competition by providing a cost-effective way to get results with very little set-up time using off-the-shelf equipment. In quick-turnaround situations, Pipeline came through."

Jacobson first used Pipeline when he directed the live Guitar Hero launch party in Times Square. In addition to providing output for satellite and three building-size monitors in Times Square, Jacobson needed to cut together a publicity package in time to make the national evening news. His main problem was how to capture, digitize and edit the six-camera, 90-minute performance while meeting a very tight deadline. Pipeline enabled him to capture all the camera feeds in real time and put markers in Final Cut for immediate editing while the performance was taking place. According to Jacobson, "The package was cut, and an hour later it was all over the world!"

For the Elton John concert, Jacobson worked with Elton's video director Peter Moll of Gray Matter Entertainment to cut a demo to present to Elton's management for screening directly after the show. Six live streams were captured at the same time onto one Mac through two 4-channel Pipelines which were ganged together and synched for matching timecode. This enabled Jacobson to immediately begin editing and cut the demo using the first three songs during the concert. The rest of the performance was recorded through Pipeline as alternative footage.

"This workflow demands immediate access to high-quality content which is exactly what Pipeline was designed to do," said Barbara DeHart, vice president of marketing at Telestream. "Jacobson takes full advantage of Pipeline's many powerful features which set it apart from conventional video capture solutions. The ability to begin editing content while it is being captured saves a significant amount of time and money."

Pipeline is an industry-first, real-time, network-based [video capture](#) hardware device for moving SDI video and audio in and out of disk-based systems. Multiple standard-definition and high-definition formats can be encoded in a single box. Pipeline HD Dual received the Best of IBC2008 award for the most innovative new product at IBC. Pipeline SD received Videography's NAB2007 Best of Show award in recognition of outstanding achievement in the advancement of the art and science of video technology.

Mitch Jacobson is a renowned multi-camera editor who has cut concert videos for the likes of The Rolling Stones, Aerosmith and Paul McCartney. He is the owner and executive producer at

Category-5 Entertainment, a creative editing boutique in New York City. Mitch is an Apple Certified Pro and specializes in Avid and Final Cut Pro systems. He has over 25 years experience cutting network TV programs and concert films for A&E, CBS, Fox Sports, E! Entertainment, PBS and others. He is also a presenter of a national speaking tour called "Multi-Cam Rocks! – Workflows for Multi-Camera Editing" and is the author of the upcoming book entitled: *Mastering Multi-Camera Editing*, to be published by Focal Press in 2009.

For more information about Telestream and Pipeline, visit www.telestream.net. For more information about Mitch Jacobson, visit www.cat5tv.com.

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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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