



**TELESTREAM**

**NAB Booth SL3305**

**NEWS RELEASE**  
*For immediate release*

## **Telestream Demonstrates Powerful and Efficient Digital Media Workflow Solutions at NAB2009**

**Nevada City, Calif., April 16, 2009** – Telestream is showcasing its latest capture, transcoding and workflow automation product innovations in Booth SL3305 at the National Association of Broadcasters (NAB) convention April 20-23 in Las Vegas. Demonstrations featuring greater speed, more formats and HD integration address the increasingly complex digital media needs of broadcasters, content creators and multiplatform distribution providers.

"In these challenging times Telestream's flexible encoding, transcoding and workflow automation products offer greater efficiency, productivity and speed for our customers – allowing users to maximize the value of their media assets and increase ROI," said Dan Castles, Telestream CEO. "Our NAB demonstrations address our customers' needs to streamline processes and deliver content in a variety of ways – quickly and efficiently."

**FlipFactory®**, Telestream's industry-leading transcoding workflow automation product, features faster speeds, more formats, greater Avid and Dolby E workflow integration plus much more, as the company unveils a major 7.0 product release. The complexity of today's workflows, combined with large HD file sizes, makes the need for fast transcoding more important than ever. For many workflows, FlipFactory now transcodes files up to eight times faster than real time on a single server – lowering system costs, while increasing productivity. In response to widespread Dolby E use in HD workflows, support has been added for both pass through and decoding of Dolby E for broadcast and editing systems. Integration and support for Avid workflows expands to include ingest and delivery of media files and metadata in and out of Avid TransferManager Interplay networks plus support for standalone editing systems. Additional major new features include support for Microsoft IIS7 Smooth Streaming, exclusive loudness correction for commercials, HD VANC data preservation and insertion, H.264 closed caption support for IPTV workflows and support for sending files directly to the Brightcove online video platform. FlipFactory continues to add the latest format and wrapper variants as they evolve for XDCAM HD, XDCAM EX and more.

**Pipeline™ HD Dual** makes its NAB debut. This is the latest model to emerge from Telestream's award-winning series of network-attached video capture systems. The two-channel hardware encoder captures high definition SDI media from tape or live sources and encodes it in real time to leading HD editing formats, including Avid DNxHD, Apple ProRes 422 HQ and Panasonic DVCPRO HD. Multiple HD and SD formats are encoded in a single box – providing flexibility in multiformat environments. Files are available immediately for editing and transcoding while they are being created, without having to wait for complete capture. Pipeline provides a cost-effective alternative to video servers for capturing media. In addition to scheduled recording, log and capture, and manual record, Pipeline now offers control through a simple automation API – enabling powerful integration into any workflow.

**Episode®** series offers scalable media encoding, from the desktop to powerful server clusters, for multiformat distribution to web, mobile, DVD and broadcast. Episode desktop media encoding software, recognized as a 'top performer' on the Mac platform, is now available on the PC at this year's NAB. A recent release added cross-platform support for these multiformat encoders. New watch folders save users time and effort by automating the encoding process. Powerful Episode Engine server-based media encoding products will feature expanded MXF support for broadcast workflows and intelligent monitoring of incoming media to further automate file transfer into Episode Engine workflows.

**Wirecast™** brings the power of live video production to the desktop for Mac and PC users. This software product provides an affordable alternative to television broadcast hardware for real-time or on-demand creation of video broadcasts for the web. Wirecast makes its NAB debut following Telestream's acquisition of Vara Software Ltd last August. New webcasting features include the ability to stream live video using the Adobe Flash Platform and direct integration with leading live video streaming service providers, Mogulus and Ustream.

**ScreenFlow™** professional screencasting studio software for Mac OS X Leopard allows users to record, edit and share professional screencasts. This award-winning desktop product will feature new titling and text capabilities plus customizable mouse pointers at NAB.

**Flip4Mac®** WMV Components will also be demonstrated by Telestream. With over 30 million downloads of Microsoft's WMV Components for QuickTime, powered by Flip4Mac from Microsoft.com, these popular software products allow Mac users to import, export and play Windows Media video and audio files in most QuickTime-based applications.

**Partnerships** continue to be an important part of Telestream's business. Partner integration into new and existing workflows gives users the flexibility and power to do what they need to do, while saving time and money.

An expanded partnership with EMC adds support for Celerra, a high-performance storage solution for high-volume FlipFactory users. Under a new partnership with Rorke Data Systems, Telestream will be selling the Galaxy HDX 8 SAN which provides fast, cost-effective storage for FlipFactory products. A new partnership with VCI Solutions combines Telestream's TrafficManager with VCI Solutions' autoXe to enable a completely automated broadcast workflow, from ingest through automation. Integration of Telestream's Pipeline media ingest product is being shown in Omneon booth SU7217. By optimizing Pipeline for interoperability with the Omneon MediaGrid, quality ingest and resilient storage can be combined to support large-scale news and library workflows. J.P. Claude Inc. debuts its MPEC (Media Processing of Existing Content) scalable robotic solution which integrates with Telestream's Pipeline Quad to provide an automated videotape encoding process for multiple simultaneous real-time capture streams. Telestream continues to add support for new commercial distribution services, including a new FlipFactory monitor for Extreme Reach.

**Presentations** are also being announced by Telestream in its NAB booth and at the NAB Broadcast Engineering Conference (BEC). *Multi-Cam Madness™: ingest, encode and edit on the fly using Pipeline* will be presented by Mitch Jacobson, owner/executive producer of Category-5 entertainment, on Tuesday, April 21 at 11:00 a.m. in Telestream booth SL3305. Telestream speaker John Pallett will present *Automating Workflows: Go Broad or Deep?* at BEC session, Managing Content and Data for Television, which begins at 1:00 on April 21 in LVCC room S226/227.

More information about Telestream and its products is available at [www.telestream.net](http://www.telestream.net).

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