



TELESTREAM

IBC Stand 7.C19

NEWS RELEASE

For immediate release

Telestream Enables Reach into New Markets for News, Sports and Entertainment at IBC

Product demonstrations solve the multi-format, platform, destination challenge for ingest, on-demand and live media workflows

Nevada City, Calif., September 7, 2009 – [Telestream](#) will feature multi-platform, multi-screen workflow solutions that enable greater productivity and efficiency for users in Stand 7.C19 at this year's International Broadcasters Convention (IBC) in Amsterdam. Demonstrations include Telestream's innovative Pipeline network video capture, powerful Episode transcoding and FlipFactory, the fastest single-server transcoding workflow automation product on the market. Telestream also teams up with Wowza to demonstrate live video production and industry-first, single-encode streaming to iPhone, Web and TV with its Wirecast software and Wowza Media Server 2 Advanced.

"Our flexible encoding, transcoding, workflow automation and live streaming products are all developed with one thing in mind: to optimize productivity and efficiency for our customers, while enabling them to reach out to new markets," said Dan Castles, CEO at Telestream. "Demonstrations at this year's IBC streamline processes for quickly and efficiently delivering content in a variety of ways to multiple platforms and screens."

In addition to ultra-fast single-server transcoding, **FlipFactory** demonstrations will include major new V7.0 features such as YouTube fingerprinting for improved media tracking. Avid send to playback straight from the Avid timeline enables faster throughput from Avid systems to playback servers and systems. In response to widespread Dolby E use in HD workflows, FlipFactory adds support for both pass through and decoding of Dolby E for broadcast and editing workflows; customers implementing this include ORF, Swiss TV, BeTV and Nova. Additional new format and wrapper support includes XDCAM HD 50 Mbps, DVCPRO HD Nexio, broadcast server HD MXF support, and more. H.264 closed caption support for IPTV workflows and HD VANC data preservation and insertion are also new at IBC.

Pipeline, Telestream's "Best of IBC2008" award winner, returns this year with an improved architecture, making this video capture system faster, more robust and easier-to-use for both PC and Mac workflows. Pipeline is the only shared network encoder on the market that encodes video and audio in real time to multiple HD and SD formats, providing flexibility in multiformat environments. It is also the only video capture device that allows fast transcode while ingest and edit while capture into Avid and Final Cut workflows – enabling quick turnarounds. New at IBC is integration with Omneon Media Grid, plus direct support for MXF workflows, enabling creation of MXF OP1a, XDCAM MXF OP1a, and native Avid AAF+MXF OPAAtom. A powerful new web service API allows programmatic control of multiple Pipelines, making it easier to develop applications that automate control of multiple Pipelines.

Telestream's **Episode Engine** server-based transcoding products for the Mac will feature automated format conversion, advanced processing and built-in high-quality standards conversion – features which simplify multiplatform media reformatting and exchange, while saving time and money for companies with offices in different countries. New at IBC2009 is expanded VOD support for networks built around MPEG-2 CableLabs specifications and H.264 Microsoft Mediaroom. Episode Engine also expands closed

caption support, adds new SD and HD presets and expands audio support to include up to 16 channels. Episode Encoder desktop applications include new support for Matrox's MAX series hardware devices to accelerate H.264 encoding speed on the Mac.

Partner demonstration to feature single-encode streaming to multiple screens

Telestream is partnering with Wowza at IBC to showcase an innovative solution for live video production and single-encode streaming to multiple screens. Telestream's Wirecast live studio production software is being demonstrated with Wowza Media Server 2 Advanced , the first multi-protocol platform to provide simultaneous media streaming to iPhone, iPod Touch, Flash, Silverlight and QuickTime web players, and IPTV set-top boxes. Priced at \$449 for Wirecast software and \$65/month for Wowza Media Server 2 Advanced service, the combination offers an affordable, high-quality solution for live broadcasting to web, iPhone and TV screens. Demonstrations will take place in Telestream stand 7.C19, Wowza stand IP331 and the IBC Hall 7 Training Zone.

More information about Telestream and its products is available at 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 live streaming and 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 is located in France, Germany, Sweden, UK and US. The company is privately held.

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