TELESTREAM

Studio Hamburg MCI Selects Telestream for Tapeless IT Workflow Projects

*Pipeline and Episode Engine Pro provide fast, efficient, high-quality video capture
and transcoding for time-critical news workflows at TV.Berlin and Hamburg 1*

Nevada City, Calif., September 8, 2009 – Telestream today announced that Studio Hamburg Media Consult International (MCI) selected its Pipeline and Episode products for a major tapeless IT workflow project that was recently completed for Studio Berlin Adlershof (SBA), the new technical operator of TV.Berlin and Hamburg 1 in Germany. Telestream's Pipeline Quad network video capture system and Episode Engine Pro transcoding server software provide the speed, quality and automation needed for time-critical news workflows at these facilities.

"Telestream products play an important role in tapeless workflows," said Martin Brosthaus, Product Manager at Studio Hamburg MCI. "Pipeline Quad allows edit while ingest which speeds the video capture process. Episode Engine Pro provides broad support for all required formats and delivery of high-quality output at incredible speeds."

Installation was completed at new premises for TV.Berlin which began operation in May 2009. Hamburg 1 underwent a complete facility redesign which went live in July. The tapeless IT workflows at both facilities are virtually identical, incorporating an Apple XSAN production environment and a high degree of automation .

"Studio Hamburg is one of the largest TV and film production facilities in Europe. We are pleased that Episode and Pipeline were chosen to play such a key role in this state-of-the art tapeless workflow," said Barbara DeHart, VP of Marketing at Telestream. "These products are ideally suited to provide the speed, quality and level of automation required for this project."

The central component for ingest is Telestream's Pipeline Quad four-channel network video capture system which is automatically controlled by various ingest workstations via standard LAN technology. Pipeline control software provides scheduled recording or crash recording of live sources as well as log and capture from tape sources. A key Pipeline advantage is that all four channels can be accessed from any computer on the network. The ability to record *open* QuickTime files is an important feature, allowing edit while ingest for time-critical workflows.

Episode Engine transcoding also plays an important role in these tapeless workflows for editing in different formats and providing the required DV format for the playout servers. Raw material and reports are transcoded on a largely automated basis with the help of Episode presets and watch folders. A low resolution browse copy is created in parallel for the editorial system. Episode provides a variety of input interfaces such as file monitors, FTP monitors and watch folders which allow easy integration in mixed Windows and Apple network environments.

According to Brosthaus, "Episode Engine and powerful Apple hardware provide a cost-effective and easy-to-operate solution for professional transcoding workflows in time-critical news environments like TV.Berlin and Hamburg 1."

Max Below, Head of Studio Hamburg MCI Product, adds "Modern components which can save resources, such as the network-based Pipeline and Episode Engine, make completely new methods of automation possible."

Pipeline and Episode Engine are being demonstrated at the International Broadcasters Convention (IBC) in Amsterdam September 11-15, 2009 in Telestream Stand 7.C19. More information about Telestream and its products is available at www.telestream.net.

Trademarked company and product names are the property of their respective companies.

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.

About Studio Hamburg MCI (www.mci-systems.de)
Studio Hamburg Media Consult International (MCI) GmbH is a systems integrator operating internationally in the field of professional broadcasting and media technology. Using its own in-house resources, MCI provides consulting, planning and construction services for TV, radio, media and event projects throughout the world.

MCI was founded in 1977 as a subsidiary of Studio Hamburg GmbH, one of the largest TV and film production facilities in Europe with studios in Hamburg and Berlin.

Press contact for Telestream
Janet Swift
Ph +1 530 470 1328
janet_swift@telestream.net

Press contact for Studio Hamburg MCI GmbH
Tim Grevenitz
Tel.: +49 40 66 88 36 12
t.grevenitz@mci-systems.de

Subscribe to Telestream RSS Feeds