Telestream's Episode Simplifies TV Standards Conversion for Worldwide News Bureaus

German broadcaster SWR deploys Episode Encoder for high-quality, file-based NTSC/PAL television standards conversion for media exchange between worldwide offices

Nevada City, Calif., September 9, 2009 – Telestream® today announced that German Broadcaster Südwestrundfunk (SWR) completed deployment of Episode® Encoder software to simplify media file transfer between its worldwide news bureaus. Specifically, Episode was selected to provide cost-effective, high-quality standards conversion for the exchange of news content between news bureaus located in Mexico and Brazil and the main office in Germany. Since different TV standards are used by different countries, conversion is required for the international exchange of television programming.

"Converting between different formats, frame rates and standards is a complex technical problem," said Barbara DeHart, VP of Marketing at Telestream. "Our Episode software encoders remove these complexities, giving users high-quality standards conversion at fraction of the cost of hardware converters."

Prior to deploying Telestream's Episode Encoder, SWR battled the format and standards conversion challenges that are common to many broadcasters transferring media between worldwide offices. SWR's previous workflow required converting tapes with a hardware converter and using Reuters feed-based news service. When Reuters migrated to a file-based service, SWR needed to find a file-based workflow solution. Netorium, Telestream's German distributor, responded with technical consultation and deployment of the Episode solution.

"Compared to previous hardware converters, Episode Encoder gives us a much simplier file-based solution for standards conversion that is easy to use, low cost and provides comparable video quality," said Tobias Kern, Dipl.-Ing., at SWR.

Deployment of the software was completed at SWR's Mexico and Brazil news bureaus over the past three months. Now, NTSC files, primarily coming from Reuters news services, are converted to PAL – DV25 and MPEG-2 formats in and out – for editing at the local offices. Edited stories are then delivered to company headquarters in Germany. Kern reports that the new workflow, which utilizes Episode watch folders for automatic conversions, is much easier for local bureau staff to use compared to previous handling of tapes and hardware converters.

Telestream's Episode software products enable standard conversion in file-based workflows, which removes the handling of tape and playing files out via SDI to hardware systems. While the hardware approach is a linear, non-file-based workflow with all its limitations and high costs, Episode Encoder offers scalability to Episode Engine server-based software solutions. These systems can process multiple files in parallel and are capable of faster-than-real-time conversions for high-volume workflows or those requiring higher encoding speeds.

Also included in Episode Encoder is advanced frame-rate conversion that enables film rate transfers to PAL standards with speed-up and audio pitch correction. Episode makes it easy to convert from film-rate master files to both NTSC and PAL versions in a single process.

Powerful Episode Encoders provide *all-in-one,* cross-platform desktop media compression for Mac and PC users. Support for a broad range of formats enables content publishing to web, DVD, mobile phones

and portable devices. The higher-end Episode Encoder Pro adds support for encoding to high-end broadcast and professional formats, mobile multi-bit rate, and more.

Episode Encoders are being featured at the International Broadcasters Convention (IBC) in Amsterdam September 11-15 in Telestream stand 7.C19. For more information, a free trial, or online purchase, visit www.telestream.net. Episode Encoders are also available for purchase through a worldwide network of Telestream resellers and affiliates.

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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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