



TELESTREAM

PRESS RELEASE
For immediate release

Telestream Announces Major Software Release for Pipeline Systems

*Log and capture is the latest in a series of powerful new features for Windows users;
Avid MXF support added for Mac and Windows users*

Nevada City, Calif., September 29, 2009 – [Telestream](#) today announced a major software release for its award-winning Pipeline network video capture systems. Version 2 now brings powerful log and capture, direct tape deck control, EDL batch import, scheduled and manual recording, plus a powerful web services API to both Mac and Windows users. In addition to live production workflows where Pipeline has had great success, this robust capability now makes Pipeline network [encoders](#) ideal for users in post-production, digital asset management and archiving workflows.

“This release evens the playing field for Pipeline in both PC and Mac environments,” said Barbara DeHart, VP of Marketing at Telestream. “Our Pipeline encoders have changed the game in video capture by providing industry-first network-based ingest from tape or live sources into file-based workflows. With powerful encoding to multiple HD and SD formats, plus support for edit while ingest and transcode during capture, Pipeline offers unparalleled speed, scalability and flexibility.”

Version 2 is the latest release in a series of continual [Pipeline](#) product enhancements. New features on the Windows side include log and capture, direct VTR control and EDL (edit decision list) batch import, enhancing tape-based capture into digital asset management, archiving and editing workflows. Broader audio support, improved time code input, and preview panel enhancements are also new in this release. A number of recent product enhancements combine to make Pipeline faster, more robust, reliable and easier to use in Avid and other PC environments.

“We chose Telestream’s Pipeline to manage the delivery of Barclays Premier League football content to YouTube’s content protection service and also to provide seamless VOD encoding for clients,” said Howard Kitto, Chief Technical Officer, at Perform and Pipeline Windows customer. “Since deploying the new version of Pipeline this week, we experienced 100% successful delivery with all 70 clips delivered ahead of our service agreement targets. The scheduling tools now allow the use of templates, avoiding repetition for the operator and eliminating data input error. In addition, we now have the option to alter live encodes by a single mouse drag, which is useful in the case of sporting overruns.”

Pipeline [video capture](#) systems are used for a variety of real-time encoding applications:

- For multi-camera live events, Pipeline allows editors to begin editing content while it is being captured, providing a fast, efficient way to edit highlights or sequences for Final Cut workflows.
- For broadcasters, Pipeline enables scheduled recording of live feeds, providing a cost-effective alternative to video server channels for multi-channel ingest of SDI media into file-based workflows.
- For multi-platform distribution, media can be ingested directly into Telestream transcoding products, while content is being captured for fast reformatting and delivery.
- For mass digitization of tape archives, Pipeline Quad simultaneously controls encoding from four VTRs.

Direct support for MXF in Avid workflows is also new for both Windows and Mac users, enabling greater interoperability with other systems. The recent addition of a more powerful web service API allows

programmatic control of multiple Pipelines, making it easier to develop an application that will automatically control multiple Pipeline systems. A free SDK simplifies integration with third-party devices.

Since its launch in 2007, Pipeline has grown to include a family of single- channel and multi-channel SD and HD network video capture systems. Pipeline is a hardware encoder that sits on the network where anyone can access it, providing freedom from the hassles and limitations of video capture card solutions on dedicated workstations. Real-time, user-selectable [encoding](#) to multiple SD and HD formats: DV, IMX, MPEG-2 I-frame and Apple ProRes SQ standard definition as well as Avid DNxHD, Apple ProRes HQ and Panasonic DVCPRO HD high definition editing formats, provides flexibility in multiformat environments.

Pipeline is the recipient of three prestigious industry awards:

- The 2007 Vidy award, which honors product innovation and engineering excellence
- The Best of IBC 2008 Editors' Award from TVB Europe
- The Pick Hit 2009 Broadcast Engineering Award

Pipeline version 2 releases are now available as free software updates. Pipeline systems are available for purchase from Telestream's direct sales and worldwide resale channels. More information is available at www.telestream.net

####

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 and applications to fully-automated workflow systems. Founded in 1998, 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.

Press contact for Telestream:

Janet Swift

+1 530.470.1328

janet_swift@telestream.net

Subscribe to [Telestream RSS Feeds](#)