



TELESTREAM

PRESS RELEASE
For immediate release

Telestream Speeds Video Encoding for DnA Creative Services

Production Company selects Episode Encoder based on Flexibility, Quality and Performance

Nevada City, Calif., October 27, 2009 – [Telestream](#) today announced that [DnA Creative Services](#), a leading video production company in Louisiana has selected [Episode® Encoder](#) for Windows to address the company's advanced encoding and content repurposing needs. DnA uses Episode Encoder for various applications such as convert video to MPEG for DVD, using QuickTime and Windows Media for emailing and uploading projects to clients, and Flash for embedding videos on client web sites. Episode Encoder makes it easy to import virtually any file format and encode media to Web, DVD, or mobile including portable device formats.

As a full-service media company that provides location filming, audio recording, and complete postproduction services, DnA needed a practical means of delivering TV commercials digitally to area television stations. Over the years, DnA has used several software encoders, including Sorenson Squeeze, but turned to Telestream's Episode Encoder for Windows due to its flexibility to quickly encode a multitude of formats including [high-quality broadcast formats](#).

One of DnA's ongoing projects is a semi-annual modeling and talent competition. During the weeklong event, DnA does on-location editing and uses the Episode iPhone setting to quickly encode videos before showing them to event producers on the iPhone handset. With this flexibility, the producer can instantly provide approvals and comments before broadcasting on the large projection screen over the main stage, thus mitigating any additional costs for re-shoots. In addition to flexibility, DnA chose the Episode Encoder because it has the fastest encoding speeds available in a desktop [video encoder](#), and its fine-tuning compression capabilities generate the highest-quality media files.

"Episode Encoder's impact is much greater than the dollar value we charge for encoding video. With Episode, we are totally comfortable that the encoded video will be the highest quality and the process will be very quick and simple as opposed to the worry and work-around we would have had to go through with other encoding solutions," said David Cardwell, Owner of DnA Creative Services.

DnA also credits using Episode to encode DVD-compliant video files, which cuts the company's time to produce a master DVD in half. Even more significant, videos on the resulting DVDs look noticeably better and in the long run the company expects to see this directly impact its bottom line.

"The Episode line continues to deliver an unprecedented customer encoding experience, and we are delighted to have customer success stories of this nature," said [Barbara DeHart](#), VP of Marketing at Telestream. "The innovative work DnA Creative Services is doing as the result of Episode truly changes the way the company does business. The quick encoding speeds actually allow companies such as DnA to focus on its core competencies and in this instance, I would say, the product has not only out-performed the competition, but helps deliver peace of mind."

Episode Encoder is available in two packages, [standard](#) (\$495) and [pro](#) (\$995). For more information on either of these products visit: <http://www.telestream.net/episode/overview.htm>.

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About Episode Encoder

Episode Encoder is a powerful cross-platform desktop video encoding application for Mac and Windows. It offers the highest quality and fastest desktop video encoding for content repurposing for distribution to Web, DVD, mobile phones and portable devices. Includes: extensive format support in/out, including superior quality Flash 8/9 encoding, presets and filters, watch folders, batch processing and a plug-in for Apple's Compressor. Episode Encoder includes a world-class standards-conversion/up-conversion algorithm that provides quality comparable to expensive high-end hardware solutions.

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