



**TELESTREAM**

## **NEWS RELEASE**

*For immediate release*

### **MVI Post Teams with Telestream in White House Concert Production**

*Telestream Pipeline HD and Episode Encoder provide quick turnaround editing and content repurposing for MVI Post, enabling rapid delivery to PBS stations and websites*

**Nevada City, Calif., February 11, 2010** – [Telestream](#) today announced that it played a key technical role in bringing this week's highly-acclaimed White House concert to television and web viewers. The concert, "In Performance at the White House: A Celebration of Music from the Civil Rights Movement," broadcasts nationally on PBS stations February 11 at 8:00 p.m. ET, and concert highlights will be available on PBS websites. [MVI Post](#), Washington DC's HD leader in production and post production, successfully posted the concert for TV and web audiences under an extremely tight turnaround thanks in large part to Telestream's Pipeline video capture system and Episode Encoder.

"[Pipeline](#) solved our problem of how to digitize four HDCAM tapes simultaneously into our server," reports an elated Craig Maniglia, MVI Post owner who was working under a tight 18-hour deadline. "We needed a quick and efficient way to import and export HDCam tapes into our server while utilizing all of our decks simultaneously. After considerable searching, we discovered Telestream's Pipeline product, and the problem was immediately solved."

Two Pipeline HD Dual [video capture](#) systems were used to simultaneously ingest 16 hours of content in four hours from four high-definition camera sources, without tying up Avid workstations. Pipeline encoded the sources to DNxHD in native Avid MXF files for use directly in post production. This enabled MVI Post to quickly edit and mix the video while the concert was still taking place. In a separate bay, Episode Encoder Pro provided fast [transcoding](#) of concert highlights into H.264 video and AAC audio formats for PBS websites.

"We've been using Telestream's [Episode Encoder Pro](#) software for quite some time for all our transcoding needs, because it's the best for delivering time-critical broadcast content with flawless execution to all new media playout devices," added Maniglia. "So, it was a *no brainer* to turn to Telestream for help in solving our tape digitizing dilemma."

"MVI Post presented the perfect challenge for Pipeline, with its need to simultaneously capture multiple channels of video for quick turnaround editing," said Barbara DeHart, VP of marketing at Telestream. "Pipeline and Episode Encoder are ideally suited for fast-paced production environments requiring high-quality video ingest and reformatting for multiplatform delivery."

"In Performance at the White House: A Celebration of Music from the Civil Rights Movement" was hosted by President and Mrs. Obama at the White House in honor of Black History Month. The concert includes performances by Natalie Cole, Bob Dylan, Jennifer Hudson, Smokey Robinson, John Mellencamp, Blind Boys of Alabama, Yolanda Adams, Joan Baez, the Howard University Choir and The Freedom Singers.

The program showcases the rich fabric of American culture in the setting of the nation's most famous home.

On the strength of its HD workflow augmentation and creative talent, MVI Post was awarded the post-production rights to the concert. The music special is a production of WETA Washington, D.C., in association with The GRAMMY Museum, AEG Ehrlich Ventures and the National Black Programming Consortium (NBPC).

MVI Post ([www.mvipost.com](http://www.mvipost.com)) is a premier provider of HD digital media production on a local and national level for the web, broadcast, cable and radio. The company offers a signature mix of compelling, high-end production values and vivid cinematography with state-of-the-art post editing and mixing that consistently represents quality for its clients.

Pipeline is an industry-first network-based video capture and playout device for moving high-quality video and audio in and out of file-based workflows. Episode Encoder Pro is a software application that offers extensive format support plus the highest-quality and fastest video encoding for content repurposing and multiplatform distribution to TV, desktop, and mobile screens. For more information visit [www.telestream.net](http://www.telestream.net).

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**About Telestream** ([www.telestream.net](http://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 include cross-platform encoding and live video streaming applications, video capture devices, and enterprise-class transcoding and workflow automation 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 the US and Europe. The company is privately held.

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