



Telestream

NEWS RELEASE

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Telestream Vantage Wins TV Technology STAR Award at NAB Show 2010

New enterprise-class video workflow design and automation software recognized by editors as one of the most innovative technologies for the media industry

NEVADA CITY, Calif., April 20, 2010 – [Telestream](http://www.telestream.net), a leading provider of digital media tools and workflow solutions, announced that its new [Vantage](#)™ workflow design and automation software product is the recipient of the 2010 STAR Award presented by the editorial staff of *TV Technology* magazine at the 2010 [NAB Show](#).

Now in its eleventh year, [TV Technology's STAR Award](#) (for Superior Technology Award Recipient) celebrates and showcases the outstanding technological innovations available to the media industry. A panel of judges consisting of *TV Technology* editors and columnists reviewed a variety of products, examined the technical applications and their overall contribution to the industry, and then submitted their award nominees.

Vantage is the industry's first, enterprise-class software solution that integrates silos of digital video processing into a single managed workflow. Developed for media and entertainment companies and organizations with high-volume video processing needs, Vantage allows users to design and automate any number or type of video workflows. Vantage combines media capture, [transcoding](#), clip management, analysis, QC, and metadata processing into one unified [workflow](#) design and automation framework. Vantage integrates with all the major media servers, edit systems, streaming servers, cable VOD servers, SANs and virtually any network digital device in a company's facility. The modular nature of Vantage allows enterprises to simplify the migration to IT workflows, improve video operations, and more easily address new multi-platform business opportunities and revenue streams.

"Every year, the NAB Show serves as the launching pad for thousands of new products and services for audio and video professionals," said Tom Butts, TV Technology editor-in-chief. "Our panel of editors walked the show floor in search of the most innovative technologies. The products and services that we select for the STAR Award make the cut by demonstrating their ability to help advance the acquisition and distribution of entertainment and information across the media spectrum."

TV Technology (www.tvtechnology.com) is the industry's leading magazine for technology news and reviews and is celebrating its 27th year covering the television industry. The magazine is published by NewBay Media LLC, the world's largest publisher of audio and video publications.

Pricing and Availability

Vantage will be available in Q2 2010. Basic Vantage workflow design and automation pricing starts at \$8,500 per server. Vantage Transcode can be added or purchased as a standalone product for \$5,500 per server; \$10,500 per server for Transcode Pro. Vantage Analysis can be added for \$7,500 per server. Additional pricing is available upon request. Vantage is also available as a paid upgrade for existing FlipFactory customers. Vantage products are available from Telestream's worldwide network of direct sales and distributors. Vantage is being featured and demonstrated at Streaming Media East booth 313; webinars and roadshows; see www.telestream.net/events for details. More information is available at www.telestream.net.

About Telestream

Telestream provides world-class live and on-demand digital video tools and workflow solutions that allow consumers and businesses to transform video on the desktop and across the enterprise. Many of the world's most demanding media and entertainment companies such as CBS, BBC, CNN, FOX, CBC, Comcast, Direct TV, Time Warner, MTV, Discovery, and Lifetime, as well as a growing number of users in a broad range of business environments, rely on Telestream products to streamline operations, reach broader audiences and generate more revenue from their media. These companies choose to work with Telestream as they know they will get a trusted and highly skilled technical partner.

Telestream products span the entire digital media lifecycle, including [video capture](#) and ingest; live and on-demand [encoding](#) and [transcoding](#); playout, delivery, and [live streaming](#); as well as management and automation of the entire [workflow](#). The company also partners closely with the industry's leading digital media companies across the entire digital media lifecycle, from consumer to enterprise. Telestream corporate headquarters are located in Nevada City, California. The company is privately held. For more information on Telestream and its products, please visit <http://www.telestream.net>. For press images, logos, screen shots and corporate materials, visit <http://www.telestream.net/presskit>.

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