



NEWS RELEASE
For immediate release

The Orlando Magic Scores with Telestream HD Transcoding

FlipFactory transcodes game-action highlights from EVS to HD for Final Cut editing

Nevada City, Calif., May 13, 2010 – [Telestream](#), a leading provider of digital media tools and workflow solutions, today announced that Orlando Magic Broadcasting has successfully deployed its FlipFactory [video transcoding](#) automation product for fast, efficient HD file format conversion and delivery of game-action highlights and pre-produced features for the National Basketball Association (NBA) team. Orlando Magic Broadcasting is the in-house video and audio production department for the [Orlando Magic](#) professional basketball team.

"Game action highlights are the bricks we use to build anything we need," said Rick Price, Assistant Director of Broadcast Technology and Services for Orlando Magic. "We looked at other video transcoding solutions and found that Telestream was the only one that could decode and encode the proprietary EVS format. FlipFactory provides a cost-effective solution, fast transcoding speed, and tremendous workflow improvement."

Prior to Telestream, camera shots and non-game actions were captured in HD via the OB truck. However, the Orlando Magic were unable to convert important game action highlights from their [EVS](#) slow motion, instant replay system into HD-compatible files for editing on Final Cut Pro systems. This kept them from being able to deliver HD content for game telecasts.

Since deploying Telestream's [FlipFactory](#) video transcoder, over seven Terabytes of HD game highlights were transcoded during the 2008/2009 season alone. Price said that while he chose FlipFactory for game highlight conversions, he's found that he can use it to do a lot more, including transcoding back to EVS HD, Flash for the web, H.264 for proxies, and Windows Media for review and approvals.

"We're pleased that the Orlando Magic chose FlipFactory as the important final link in delivering superior-quality, all-HD broadcasts to its viewers," said Barbara DeHart, VP of Marketing at Telestream. "One of FlipFactory's strengths is the depth and breadth of formats and systems it supports, including the EVS system for sports broadcasters."

FlipFactory provides a cost-effective alternative to buying and maintaining an expensive HD tape deck to record HD game highlights. It also eliminates the extra steps involved in handling and laying video off to tape. According to Price, "For the cost of the FlipFactory software and a server, we now have an all-HD workflow."

Telestream FlipFactory video transcoding automation software offers more video and audio formats and third-party system support than any other file format conversion solution on the market. Used by thousands of the world's most demanding media and entertainment companies, FlipFactory provides direct media and metadata integration and file exchange between all major professional systems.

FlipFactory is sold through a worldwide network of direct sales and resale channels. 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>.

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