Telestream Episode Transcodes FIFA World Cup Video for Global Media
Banis integrates Episode video transcoder with Server DAM to provide secure access to cloud storage media portal, enabling thousands of journalists to remotely build pre-game video packages

Nevada City, Calif., June 4, 2010 – Telestream, a leading provider of digital media tools and workflow solutions, today announced that its Episode® video encoding software was selected by Banis Software Development, Inc. to provide video and audio transcoding for V&A Waterfront World Media & Legacy Centre which was built for the 2010 FIFA World Cup in Cape Town, South Africa. Banis selected Episode for integration with its Server DAM digital asset management and distribution system. Initially developed for the Vancouver 2010 Winter Games, Server DAM is the first system of its kind to offer an uncompressed cloud storage and distribution portal with secure web access to video footage for accredited press. Thousands of registered media from around the world gained access this week to the online video portal which allows them to build pre-game video packages in a variety of formats for the 2010 FIFA World Cup which opens in Cape Town on June 10.

"We selected Episode encoder because of the simplicity of fully integrating it with Server DAM and because of the breadth of formats it provides," said Ford Sinclair, President at Banis Software Development, creators of the video portal. "Telestream's Episode was a natural fit for our business needs. The strength of our products is that they function as one system, providing on-demand access 24 hours a day to video footage in any format for any number of users."

Banis integrated Episode server-based software with Server DAM to enable fully automated, on-demand video transcoding. Initial loading of the clips into the video portal included hours of HD video which needed to be encoded into 5 to 60-second clips. According to Sinclair, Episode was the only system that met all the demands required by his client, including input support for RED camera format. Sinclair adds, "Telestream's technical support has been amazing."

The Cape Town media center for the 2010 FIFA World Cup at www.waterfrontmediacentre.co.za provides global access to the video portal which offers local footage, location shots, B-roll, HD highlights and photography. Registered media are given secure access to the portal where they can create a custom menu and specify selection criteria. Video/audio format choices include ProRes 4:2:2 HD, NTSC-SD, PAL-SD, uncompressed video, plus QuickTime .mov and .flv for the web. Additional choices include style shots, locations, venues and keyword searches.

Banis developed Server DAM as a robust video portal with a huge data center backend to support large-scale video needs. A single video clip can simultaneously be accessed by 10,000 users without interruption or loss of speed. According to Sinclair, the system proved itself at the Vancouver 2010 Winter Games where less than 5 percent of total resources were used at any given time.

Episode is the only cross-platform, multi-format software encoder on the market that scales from the desktop to a server cluster. Episode combines best-in-class video processing, full 10-bit support and hands-on control with frame-by-frame video preview to allow users to generate excellent picture quality. Episode provides extensive format support for post-production, new media, web and mobile encoding environments.

More information about Telestream and Episode is available at www.telestream.net. More information about Banis and Server DAM is available at www.serverdam.com.

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.

About Banis Software Development and Server DAM
Server DAM is digital asset management and distribution software, hosted as a web-based application. Designed to meet the increasing demand for organizations to manage, extract, distribute, search, publish and archive both new and existing digital media, Server DAM handles all these processes seamlessly; on-demand, online. Server DAM is focused on meeting the Digital Asset Management requirements of economic development, film commissions, events, non-profits, and tourism organizations. The Server DAM software as a service is providing these organizations globally accessible, secure, centralized and searchable, data asset repositories. This enables organizations to maximize the potential of all their digital assets simplistically, quickly and cost effectively. Server DAM features many advantages including the ability to customize, brand interface, track, report and self-administer based on an organization's specifications. It also features industry specific competencies such as on-line distribution of digital assets in uncompressed broadcast quality for the media industry, as well as instant transcoding of video formats to fulfill end-user requirements. For more information on Server DAM and its products, please visit http://www.serverdam.com.

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