



Telestream

IBC Stand 7.D16

NEWS RELEASE

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Telestream Demonstrates Major New Products at IBC2010

Vantage video workflow management, Episode 6 encoding, Wirecast Pro live webcasting, plus Agility 2G and Avalon products make their IBC debut in Telestream stand 7.D16

Nevada City, Calif., September 10, 2010 – [Telestream](http://www.telestream.com), the leading provider of digital media tools and workflow solutions, is demonstrating several major new software products at IBC2010 in stand 7.D16. Vantage, Episode 6, Wirecast Pro, Agility 2G and Avalon address major challenges and opportunities in the video industry. These software solutions improve operational efficiency, help facilitate the migration to IT, and open doors to new business opportunities, including those in the live streaming space. They also help solve real business challenges that companies face, including declining revenues from traditional distribution channels, cost reductions and the need to support a growing number of new channels.

“Telestream continues to aggressively expand our product offerings to address the growing need for automated video transcoding and live encoding workflow solutions,” said Barbara DeHart, Sr. VP of worldwide marketing and business development at Telestream. “We set the stage earlier this year with the introduction of Vantage, Episode 6 and Wirecast 4. The pace has not slowed as we aggressively bring new capabilities to market.”

Vantage video workflow management

[Vantage](http://www.telestream.com)™ is Telestream’s major new enterprise-class workflow design and automation software solution that revolutionizes video capture, transcoding, metadata processing, analysis, management and delivery in IT video environments. With Vantage’s video workflow design capability, media, metadata, analysis data and process flows can be built independently of video file formats or video systems. Flexible process design and an intuitive graphical user interface simplify the design, automation and management of a variety of workflows. These unique capabilities allow fully-automated, self-adapting video workflows to be built without the need for costly software engineering or consultants. At IBC, Telestream customers and partners will benefit from a new, free SDK that allows third-party systems to access and control Vantage workflows and other major enhancements being unveiled at the show.

Episode 6 next-generation video encoder

[Episode](http://www.telestream.com)® 6 is an industry-first, cross-platform, desktop-to-server software product that takes video encoding to the next level. It is the only cross-platform software encoder on the market that offers scalability from the desktop to a server cluster. Industry-first One Click Clustering™ with integrated file sharing allows content owners, video workgroups, and post-production facilities to easily pool resources and share encoding tasks across multiple computers in a mixed environment of PC and Mac computers. A new, intuitive user interface with graphical workflow builder simplifies the encoding process. Plus, Episode 6 offers automatic uploading to YouTube, enabling greater audience reach.

Wirecast 4 live webcasting software

[Wirecast](http://www.telestream.com)™ 4 live webcasting software allows anyone to easily create real-time or on-demand video broadcasts for the web. Wirecast 4 includes a Pro version along with high-quality Main Concept H.264, new format support for VP6 and a new intuitive user interface, making it even easier to use. Wirecast Pro builds upon Wirecast’s advanced video production capabilities, adding more graphic content, including virtual sets, more foregrounds, backgrounds, and scoreboards. Wirecast Pro also adds

improved audio controls and support for more input devices such as wireless IP cameras, providing greater flexibility in professional broadcast, entertainment and sports usage.

Agility 2G and Avalon enterprise production management solutions

Telestream recently announced the acquisition of [Anystream](#), which adds Agility 2G and Avalon products to the company's product portfolio. These products, along with new product features, are being demonstrated in Telestream's stand at IBC. Agility 2G and Avalon address today's rapidly evolving demands for multi-platform content syndication, including standards conversion, video streaming, subtitling and watermarking. [Agility 2G](#) is an enterprise-class video production and management solution optimized for scalability and reliability. [Avalon](#) expands on Agility's capabilities by providing a metadata ingest, creation and packaging solution to automate the publishing of video to multiple outlets and devices.

Telestream Makes IBC2010 Innovation Awards Shortlist

Telestream is one of the suppliers named as a finalist in the [IBC2010 Innovation Awards](#) content management category for Antena 3's multi-platform asset management project in which Dalet Digital Media Systems was the principal technology partner. The Spanish broadcaster's newsroom system puts its content on television and on the internet, mobiles, YouTube and social networks, without increasing operational costs.

In addition to Vantage, Episode 6, Wirecast 4, Agility 2G and Avalon, Telestream is demonstrating its award-winning FlipFactory transcoding workflow automation and Pipeline video capture products at IBC stand 7.D16. More information about Telestream and its products is available at www.telestream.net.

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Trademarked company and product names are the property of their respective companies.

About Telestream (www.telestream.net)

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 www.telestream.net.

Press contact for Telestream:

Janet Swift
+1 530 470-1328
janets@telestream.net