



IBC Stand 7.D16

NEWS RELEASE

For immediate release

Telestream Debuts Vantage 2.0 Unified Video Workflow Management at IBC2010

Feature enhancements include the Vantage Workflow Portal, an SDK, and significant new workflow design, analysis, transcoding and automation capabilities

Nevada City, Calif., September 10, 2010 – [Telestream](#), the leading provider of video transcoding and workflow solutions, today announced Vantage™ 2.0, a major new release to the company's enterprise-class workflow design and automation software. [Vantage](#) is the only product on the market that provides truly unified [video workflow management](#), allowing media and entertainment companies to design and automate a wide variety of video workflows. Version 2.0, to be unveiled at this week's IBC Show in Amsterdam, adds significant new features, including a visual Workflow Portal that enables operators to easily browse assets, enter metadata, and forward media; powerful, new video analysis capabilities; and an SDK that allows seamless system integration with Vantage workflows.

"Vantage has been extremely well received by the marketplace since its introduction at NAB2010. Continuing on a path of aggressive product development with excellent customer feedback, Version 2.0 adds important new capabilities required in the creation, repurposing, and delivery of digital video content," said Barbara DeHart, Sr. VP worldwide marketing and business development at Telestream.

The new Vantage Workflow Portal enables media and entertainment companies to design and deploy an *operator-facing* user interface in minutes, without the need for custom web engineering. The Workflow Portal allows the use of one workflow platform to address a variety of needs that previously required several *purpose-built* solutions, such as extracting web highlights from news and VOD production.

The new SDK enables customers and third-party systems to access and control Vantage workflows through a web services interface. Media and entertainment organizations can now integrate Vantage directly into their existing software systems. New workflow features in Vantage 2.0 include support for SQL mirrored databases, Avid Interplay 2.2, and more.

Vantage uniquely offers intelligent, run-time decision making capabilities as part of an automated workflow. Integrated analysis allows users to create dynamic, adaptive workflows that react to content properties and quality checks. New analysis capabilities in Version 2.0 include level and gamut checking, blockiness measurement, and interstitial black detection and removal. These features extend Vantage's ability to respond to – and in many cases correct – errors, allowing users to find and fix errors without requiring operator intervention. The ability to detect and remove black segments within long-form content introduces another hands-free operation.

"Vantage version 2.0 will allow customers to streamline the human element of their video workflows – adding direct human interaction as necessary in a cost effective way – or removing human intervention when a fully automated workflow is desired," adds DeHart.

Vantage is a video workflow design and automation software solution that was built from the ground up on a modular, future-proof platform that combines video capture, transcoding, analysis, metadata processing, delivery, and file management into a unified framework – all designed to meet the long-term needs of a rapidly changing video industry.

Vantage 2.0 will be available in Q4 2010 from Telestream's worldwide network of direct sales and distributors. Version 2.0 features, including the Workflow Portal plus Promos, VOD and Highlights workflows are being demonstrated in Telestream stand 7.D16 at the International Broadcasters Convention (IBC) Show this week in Amsterdam. More information is available at www.telestream.net.

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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, please visit www.telestream.net.

Press contact for Telestream:

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