



PRESS RELEASE
For immediate release

Telestream Enables Encoding to ProRes on Windows Server Products

Vantage, FlipFactory and Episode Engine are the industry's first video transcoding solutions for Windows Server OS to offer encoding to ProRes

Nevada City, Calif., March 31, 2011 – [Telestream®](#), the leading provider of [video transcoding](#) software solutions, today announced that its Vantage®, FlipFactory®, and Episode® Engine transcoding software for Windows-based servers now allow encoding to the Apple ProRes video codec. Telestream is the first company to enable the creation of ProRes in Windows-based transcoding applications, for use in Final Cut Studio production environments, as well as in preparing content for distribution through iTunes.

"Vantage, with its new 10-bit capabilities, provides full automation of iTunes content preparation workflows by combining content analysis and transcoding with automated decision-making," said [Barbara DeHart](#), vice president of marketing at Telestream. "Episode Engine's unique high-quality 10-bit 4:2:2:4 craft encoding system is an ideal match for maintaining high-quality video encoding standards. Furthermore, Vantage integrates directly into Agility 2G networks, so that encoding to ProRes is available from all of our enterprise offerings."

The ability to encode to ProRes allows users to turn acquisition, ingest or archive content into files for editing in Final Cut Pro. ProRes encoding on a Windows platform also provides a seamless bridge between Mac OS X and Windows environments. In addition, a Windows-based, high-volume workflow solution to create content for iTunes is now possible with Vantage, FlipFactory, and Episode Engine. The addition of ProRes to Telestream's full suite of enterprise-class transcoding software products provides a solution to fit every need.

Telestream's server-based [video transcoders](#) are used by many of the world's most demanding media and entertainment companies for fast, high-volume, video and audio transcoding. Episode Engine's high-quality, 10-bit 4:2:2:4 processing is coupled with segmented and distributed encoding that fully utilizes all CPU power to meet time-critical needs. [Episode Engine](#) is scalable from a single workstation to a multi-node server cluster, allowing users to cost-effectively add transcoding nodes as their business requirements grow. An Episode exclusive, One Click Clustering™ with integrated file-sharing allows users to easily pool resources and share encoding tasks across multiple computers in a mixed environment of PC and Mac systems.

[Vantage](#) video workflow design and automation software is built on a modular, future-proof platform that combines video capture, transcoding, analysis, metadata processing, and delivery into a unified video framework. Developed for media and entertainment companies and organizations with high-volume video processing needs, Vantage offers enterprise-class scalability, predictability, and workflow management tools. Vantage automates a variety of workflows including device interoperability, content preparation and delivery. Vantage and [FlipFactory](#) allow enterprises to improve operational efficiency and take advantage of today's new multichannel revenue opportunities.

The ability to encode to ProRes is now available on Episode Engine for Windows and Mac OS X, Vantage and FlipFactory transcoding software, and is available as a free upgrade for existing customers. For more information about Telestream and its products or to download a free trial, visit <http://www.telestream.net>.

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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, please visit www.telestream.net.

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