



PRESS RELEASE
For immediate release

Telestream Raises the Bar at NAB2011 with New Products and Services

Momentum continues with new products, features, services and partnerships announced at NAB

LAS VEGAS, the NAB Show™, April 11, 2011 – [Telestream®](#), the leading provider of digital media tools and workflow solutions, arrived at the NAB Show this week announcing key new products, professional services and partnerships, including major updates to its flagship enterprise-class Vantage video workflow software products, and live webcasting software, Wirecast for desktop users. This follows strong 2010 results in which the company and every one of its product lines achieved record growth.

"We continue to see strong demand across all of our products" said Dan Castles, CEO of Telestream. "Vantage workflow products are being deployed at major media and entertainment companies around the world. Agility and Avalon, which came to us as a result of our acquisition of Anystream last year, set a sales record in the 4th quarter. FlipFactory, Pipeline, Episode, and Wirecast products are all continuing to see strong growth across all markets. We're pleased to carry this momentum forward with exciting announcements for NAB2011."

New [Vantage®](#) system management products offer a high level of visibility and deep level of control for large-scale and mission-critical workflows. Vantage Enterprise Control is a workflow management layer and suite of tools that maximizes workflow capacity, resiliency, throughput and reliability. Vantage Master Control is a higher-tier [workflow management](#) layer that adds visibility and management of complex video workflows combined with centralized process control and monitoring. Both products allow a unified ecosystem for best-in-class multi-vendor components. See [Telestream Vantage release](#) for details about these and other new Vantage product features.

Vantage LCS for Agility 2G provides a bridge between Vantage and [Agility 2G](#), enabling customers to access new capabilities in Vantage from within existing Agility API integrations and designs, including: automated QC, analysis, decision-making, direct encode of non-transcoded files, video sync, closed captions, paused workflows, Dolby E decoding, and integration with Avid, Final Cut and broadcast servers. Agility 2G adds new format support for Adobe Adaptive Streaming, Panasonic AVC-Intra ingest and JPEG 2000 ingest. [Avalon 2.0](#) adds support for Brightcove ADM, enabling distribution of content through its network and CableLabs ADM for cable VOD distribution.

[FlipFactory](#) transcoding and workflow automation products continue to add new formats and features. New formats include Apple ProRes and Adaptive Streaming encoding. Enhanced professional system format support has been added for Leitch IMX and Omneon QuickTime IMX encoding, Ikegami GF camera MXF file decoding, HDCAM HD QuickTime, EVS DNxHD and DVCProHD support, and additional support for Avid Interplay 2.3 and AVC-Intra. New features include 608 and 708 up-conversion, MXF stitching capabilities, and significant speed improvements when converting Pitch Blue content to MPEG-2 broadcast formats. Monitoring support for Javelin Content Delivery System provided by Deluxe Entertainment Services Group has also been added to TrafficManager and AdManager for Cable.

[Pipeline™](#) network video capture and playout devices integrate a new Controlled Playout interface which turns Pipeline into a virtual VTR, enabling remote control through RS422, the Web API, or manual control from the Pipeline Control software. New format support includes DVCPro 50 and ProRes LT/Proxy capture and playout. New Avid Interplay asset check-in capability allows video to be accessed immediately

for editing during capture. A new plug-in provides direct, automated integration with Vantage. See Telestream [Pipeline 2.5 release](#) for more details.

[Wirecast](#)® live video production and streaming software brings new V4.1 features and partnership additions to NAB (see [Telestream Wirecast 4.1](#) release for details). Integration with the LiveU 4G LTE/3G backpack provides greater mobility and portability by enabling video transmission over cellular networks from any location. Support for Teradek Cube™ offers wireless camera ingest into Wirecast by enabling submission of HD-SDI or HDMI camera feeds over a WiFi connection. Integration with Matrox Multi-Ingest allows four simultaneous live HD-SDI inputs into Wirecast, providing greater video capture efficiency for professional multi-channel events. Support for Viewcast Osprey video capture cards has been added. Plus, Wirecast 4.1 integrates audio with existing video in Wirecast Desktop Presenter, enabling users to broadcast live interviews with remote speakers over Skype or chat clients.

[Episode](#) adds new Apple Pro-Res encoding support for its Windows-based server [video transcoding](#) product, Episode Engine. Episode is the only cross-platform, multiplatform software encoder on the market that offers scalability from the desktop to a server cluster. At NAB, Episode is demonstrating exclusive One Click Clustering™ with integrated file sharing, which allows users to easily pool resources and share encoding tasks across multiple computers in a mixed environment of PC and Mac computers.

Professional Services

Telestream expands its client services offerings with the addition of Professional Services to help customers optimize their Telestream product investments. Staffed by product experts, the Professional Services team will work with customers to fully understand workflow needs, develop appropriate solutions, and provide continuity between project development, design, and installation.

Telestream at NAB

Telestream products are being demonstrated in booth SL3309 at the NAB Show which takes place April 11-14 in Las Vegas. For those unable to attend the show, Telestream is broadcasting TelestreamLIVE from the show floor on www.justin.tv/telestreamlive.

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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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