



PRESS RELEASE
For immediate release

Telestream Brings New Vantage Products to Market

Three new products now available: Vantage Enterprise Control and Vantage Master Control offer a high level of visibility and deep level of control for large-scale video workflows; new Vantage Team Management enables creation of user accounts and web-based job status views

Nevada City, Calif., July 7, 2011 – [Telestream®](#), the leading provider of video transcoding and workflow solutions, today announced the release of three major new enterprise-class system management products in the [Vantage®](#) video workflow family: Vantage Enterprise Control, Vantage Master Control, and Vantage Team Management. Telestream also announced the release of Vantage 3.0 which adds support for a number of new video and audio formats, wrappers and systems, and new [video workflow](#) design and automation features. Vantage server-based software products automate content ingest, transcoding, video file interoperability, video production workflows, and multi-channel distribution for content owners, creators, broadcast, cable and new media companies.

“The new Vantage products expand our capabilities in video transcoding and workflow automation with the proven large-scale media production and system management expertise gained from our Agility group,” said [Barbara DeHart](#), vice president of marketing at Telestream. “Vantage products now provide solutions from single-server transcoding to very large and highly-complex systems.”

“At UNC Charlotte, we require files for broadcast automation, iTunes, YouTube, Flash, video-on-demand, and archive, along with metadata to support the ever-increasing requirements of media distribution,” said Craig Berlin, director of broadcast communications at the [University of North Carolina, Charlotte](#). “We chose Vantage because of the exceptional opportunities its innovative schematic workflow provides. Vantage has streamlined our transcode process; the Workflow Portal tool has made the entry of metadata easier and clearer for our operators; and the addition of the new job status tools in Team Management promise to solve many of the challenges of workflow design.”

New [Vantage Enterprise System Management products](#), Vantage Enterprise Control and Vantage Master Control, provide scalability, predictability, and resiliency for large-scale and mission-critical file-based video workflow environments.

Vantage Enterprise Control maximizes workflow capacity, resiliency, throughput and reliability. With automated response to fluctuations in processing or media loads, customizable task scheduling, and tools for analyzing workflow, system bottlenecks and throughput, [Vantage Enterprise Control](#) also saves money, power and cooling by improving hardware efficiency.

Vantage Master Control adds full dashboard views and historical reporting to provide complete visibility of the workflow and underlying systems involved. This removes the complexity of managing large-scale systems with a single, unified view. [Vantage Master Control](#) also integrates Telestream [Agility 2G](#) directly into Vantage. This enables Agility 2G transcoding services to be embedded within Vantage workflows, providing Agility 2G users with access to the full power of Vantage, including dashboards, automated QC, input and output analysis, and automated decision making.

In addition, **Vantage Team Management** allows the creation of user accounts and custom web-based job status views for any Vantage installation. With multiple operators, administrators and departments performing transcoding and video workflow automation tasks, [Vantage Team Management](#) provides the ability to manage user permissions and visibility which allows for broader access and improved system protection across the enterprise.

“WJCT is looking forward to the new functionality in Vantage 3.0,” said Duane Smith, director of technology at [WJCT](#). “The new web-based dashboard features in Master Control will allow us to monitor our system from a central control GUI. The optimization features in Enterprise Control will allow us to more closely analyze and understand all of our workflows, while helping to minimize capital expense for processing power. Team Management will allow for well-defined responsibilities based on users; this functionality will be key for a project we are working on for a combined master control facility.”

[Vantage 3.0](#) also includes support for a number of new formats, wrappers and systems; third-party connectivity features; [video workflow automation](#) features; and general improvements to the user interface and SDK.

Vantage 3.0 is now available from Telestream’s worldwide network of direct sales and distributors. More information about Telestream, Vantage and version 3.0 is available at 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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