



PRESS RELEASE
For immediate release

Telestream Hires Bjoern Adamski to Lead Flip4Mac Products

With over 10 million Flip4Mac users worldwide and explosive growth in online and mobile video, Telestream hires digital video expert to address new market opportunities

Nevada City, Calif., July 20, 2011 – [Telestream](http://www.telestream.net)[®], the leading provider of digital media tools and workflow solutions, today announced that it has hired Bjoern Adamski as marketing strategist and product manager for its highly-successful Flip4Mac[®] product line. Telestream's award-winning [Flip4Mac](http://www.telestream.net/Flip4Mac) products have provided transparent access to Windows Media content on the Web for millions of Mac users.

"The desktop digital video space is changing rapidly and offers an opportunity for enormous growth, said Barbara DeHart, vice president of marketing at Telestream. "Bjoern is a highly-respected visionary and entrepreneur in this space who brings a successful track record in product management, marketing, and consulting to Telestream. His in-depth understanding of the digital video landscape will help ensure that we continue to bring innovative solutions that solve real world problems to market.

Adamski comes to Telestream following a successful career in the [digital video](#) market in Europe and the US. Prior to Telestream, Adamski was a co-founder of the MXF4mac software division of Hamburg Pro Media GmbH in Germany. He is the author and co-author of two books for Galileo Press, a digital artist, industry consultant, former member of the Apple Final Cut Studio team in the US, and a former member of the Apple iTeam which promoted a new line of Apple consumer products in Germany.

"Telestream has been a dominant force throughout my entire career," comments [Adamski](#). "Flip4Mac is an essential tool for every Mac, and Telestream's professional solutions continually cross the path of anyone working in the broadcast and post-production sector. At Telestream, I can now work on the creation and development process for the industry's most exciting products."

More information about Telestream is available at www.telestream.net.

####

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 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. 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](#). Telestream corporate headquarters are located in Nevada City, California. The company is privately held. For more information, visit www.telestream.net.

Press contact for Telestream:

Janet Swift

+1 530-470-1328

janet_swift@telestream.net

Telestream [RSS Feeds](#)