



**PRESS RELEASE**  
*For immediate release*

## **Opsomai Cloud Services Use Telestream Episode for Creusot Film Festival**

*Episode Engine enables multi-screen delivery of film submissions with automated video transcoding*

**Nevada City, Calif., August 23, 2011** – [Telestream](#)<sup>®</sup>, the leading provider of digital media tools and workflow solutions, today announced that its Episode<sup>®</sup> Engine server-based transcoding software was deployed by [Opsomai](#), a leading provider of media asset management platforms, for the Festival International de l'Image Institutionnelle et Corporate in Le Creusot, France. Opsomai integrated [Episode Engine](#) into its cloud-based services to provide video and audio [transcoding](#) of all film submissions for high-quality viewing in multiple screening environments. The festival, which took place in June, celebrates films, videos, DVDs and interactive programs produced for corporate communication purposes.

"We're proud that Episode Engine was selected by Opsomai to handle the critical transcoding needs of its cloud services for the Creusot film festival," said Barbara DeHart, vice president of marketing at Telestream. "Episode Engine is well suited for applications like this one which require easy integration and reliable transcoding between a variety of video and audio file formats."

All entries were submitted to the festival online using cloud services provided by Opsomai. For the Creusot festival, cloud services eliminated the need to invest in video server costs for the once-yearly event. Opsomai's mission was to automate the film submission process which required accepting and converting a variety of formats, such as professional Apple ProRes or DNxHD video.

Opsomai's [Opsis Media](#) software provides the foundation for its cloud-based hosting services. Opsomai choose Episode Engine because of its easy integration within Opsis Media, its scalability, and Mac/PC compatibility. Episode Engine served as the transcoding module of Opsis Media Workflow Manager, with defined settings that could handle any file format, including 2-track or 16-track audio. All submissions were converted into H.264 at 3Mb/s – an ideal setting for viewing on iMac computers in the screening rooms and on large-screen projections in three movie theaters. In total, 500 gigabytes of video were uploaded and transcoded for the festival using the Episode Engine/Opsis Media cloud service.

"Episode Engine was a natural choice for our transcoding module," said David Clemenceau, CEO of Opsomai. "We've seamlessly integrated Episode into our Opsis Media software for a number of applications. In this instance, we relied on Episode's ability to automatically transcode video to the highest quality without requiring any manual processing. Festival participants remarked on the high quality of all the films."

Both Telestream Episode and Opsomai Opsis Media solutions will be featured at the [International Broadcasters Convention](#) (IBC) in Amsterdam in September – in Telestream stand 7.D16 and Opsomai stand 2.A30c. For more information about Telestream and Episode products, visit [www.telestream.net](http://www.telestream.net). For more information about Opsomai and Opsis Media software, visit [www.opsomai.com](http://www.opsomai.com).

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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, visit [www.telestream.net](http://www.telestream.net).

### **About Opsomai**

Opsomai is a leading provider of Media Asset Management platforms, thanks to its Web 2.0 software Opsis Media, that helps video archive holders, production companies and large organizations to leverage the value of their audio, image and video assets, through online sale of archives, news sites, VOD services, corporate communication, Web TV... Integrated into the client's technical infrastructure or run on Opsomai secured hosting platform, Opsis Media offers a standard package for digitalization, indexation, archiving, streaming and publishing to various destinations, including You Tube and Apple's iTunes Store. Major actors have chosen Opsomai's solutions to safeguard and distribute their assets: Gaumont Pathé Archives, INA, Le Jour du Seigneur, COLAS, GDF SUEZ, SNCF ... Based in Paris, Opsomai started its international development 3 years ago, with already several installations abroad, including Asian and African countries. For more information on Opsomai, visit <http://www.opsomai.com/>.

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