



PRESS RELEASE
For Immediate Release

Telestream Flip4Mac WMV 2.4 Optimized for OS X Lion

Now available, Flip4Mac 2.4 offers OS X Lion compatibility and improved support for Safari, Firefox, and Google Chrome web browsers

Nevada City, Calif., September 21, 2011 – [Telestream®](#), the leading provider of digital media tools and workflow solutions, today announced a significant release for its popular Flip4Mac® WMV Components. Now used by over 10 million people, Flip4Mac WMV allows Mac users to easily import, export, and play Microsoft Windows Media video and audio in native QuickTime-based environments. Version 2.4 adds enhanced support for Apple's OS X 10.7 Lion operating system, Safari 5.1, Firefox 64-bit mode and Google Chrome web browsers, plus exclusive Windows Media export support for Apple Final Cut Pro X and Motion 5 through Compressor 4.

"The Flip4Mac WMV 2.4 update ensures ongoing integration with Apple's latest OS X operation system, popular Mac web browsers, plus advanced media workflows through the new Compressor 4," said Bjoern Adamski, Flip4Mac Product Manager at Telestream.

[Flip4Mac](#) uniquely provides transparent access to local or web-based Windows Media content on Mac computers. It also enables Windows Media conversion for playback on iPhone and iPad devices using standard Apple applications. It is the only plug-in that enables Windows Media import into Apple Keynote and Microsoft PowerPoint presentations. In 2006 Microsoft selected Flip4Mac as its solution for providing Windows Media on the Mac. Since that time Microsoft has been the exclusive distributor of free Windows Media Components for QuickTime by Flip4Mac.

The Flip4Mac WMV product family includes free playback of Windows Media files and a range of import and export capabilities priced from \$29 to \$179. The free Version 2.4 update and the family of Flip4Mac WMV Components are available at www.telestream.net/flip4mac.

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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 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.

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