



PRESS RELEASE
For Immediate Release

Telestream Brings Excellence in Video Transcoding, Workflow Management and Live Video Production to NAB 2012

Solutions enable automatic production, packaging, and delivery of digital media for broadcast, cable IPTV, post-production, and Internet Over-The-Top workflows

Nevada City, Calif., February 16, 2012 – [Telestream](#)[®], the leading provider of video transcoding and workflow automation solutions, will feature a full line-up of products and solutions in Booth SL1405 at the [National Association of Broadcasters](#) (NAB) 2012 convention in Las Vegas April 16-19.

“Transcoding is at the core of everything we do. Whether for live or on-demand content, the shift to file-based environments makes transcoding a critical element to any workflow,” said [Barbara DeHart](#), VP of marketing at Telestream. “At NAB you’ll see new solutions targeted at broadcast, post-production, cable IPTV, and Internet OTT workflows that allow our customers to get more content to more screens more efficiently than ever before.”

Telestream’s video transcoding software products range from desktop applications and single-server installations to large-scale, multi-server systems that produce and assemble millions of finished media packages. At NAB, Telestream will demonstrate its Vantage, Agility, FlipFactory and Episode transcoding solutions.

[Vantage](#)[®] [video transcoding](#) and workflow automation products will address specific workflow needs, including adaptive bit-rate streaming for OTT, enhanced Avid support for post production, and greater support for broadcast systems, cable IPTV set-top boxes, and improved audio support. Vantage products handle the complexities of automated transcoding, metadata management, standards conversion, video processing, media analysis, device interoperability, and delivery. A powerful [workflow layer](#) allows users to bring these processes together into unified, easy-to-manage workflows. For larger, high-volume workflows, Vantage [enterprise system management](#) products provide a high level of visibility, control and system optimization.

Integrations between Telestream’s Vantage and [Agility 2G](#) products bring the best of both worlds to media and entertainment companies. [Vantage LCS](#) allows Agility 2G customers to access and control Vantage from within existing Agility 2G installations – enabling access to the unique capabilities of Vantage, including QC, analysis, decision making, direct encode of non-transcoded files, closed captioning, and more. A bridge from Vantage to Agility 2G provides access from Vantage to Agility’s multi-platform content syndication and media packaging capabilities.

[Episode](#)[®] products scale from desktop applications to very fast, powerful distributed encoding clusters for post-production and new media environments. Episode 6.2 features high-end ProRes 4:4:4:4, AVC-Intra and image sequence format support for professional workflows. Episode handles frame sizes up to 4K and enables submission of DPX, TIFF or TGA image sequences for transcoding to a wide range of output formats used in high-end post environments. [Episode Engine](#) also supports Microsoft Smooth Streaming and Apple HLS adaptive streaming formats – including encoding, packaging and automated delivery of each. Native ProRes 4:4:4:4, with its high-quality color precision and embedded alpha channel, is included in all Episode Mac OS products. At NAB, Telestream will demonstrate new X.264 encoding in addition to existing high-quality Main Concept H.264.

Telestream's new [Pipeline Replay](#)™ system will make its NAB debut. Developed for the start of NASCAR's 2012 racing season, Replay is a multichannel video player that combines with [Pipeline](#)™ HD systems to provide video capture and instant, synchronous playback of multiple high-definition camera feeds. The [Replay system](#) allows race or game officials to easily locate any camera and scrub forward or backward through any portion of the video. The system provides a cost-effective, easy-to-use means for anyone to simultaneously view and analyze synchronized video from different camera angles. Pipeline provides flexibility in multiformat environments by enabling real-time, user-selectable video encoding and playout to multiple SD and HD formats in a single box. The ability to edit or transcode video while it is being captured, combined with direct ingest into Avid and Final Cut Pro editing systems and Telestream transcoding systems, provides significant time and cost savings over traditional video capture solutions.

Telestream will also demonstrate its [video streaming software](#) products Wirecast® and Wirecast Pro. [Wirecast](#) is the only all-in-one software solution that provides capture, live production, and encoding of live streams. Powerful live video production features include the ability to capture content from multiple sources, switch between cameras, add images, movie clips, external audio, text, titles, transitions, chroma key, and then stream finished files in multiple output formats. With prices starting under \$500, Wirecast allows anyone to easily create live and on-demand video productions for streaming to the Web.

See Telestream products in NAB booth SL1405. For more information about Telestream and its products, visit <http://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 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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