



NAB Booth SL1405
PRESS RELEASE
For Immediate Release

Telestream Episode Streamlines Video Encoding for Cannes Film Festival

Episode Engine automates encoding of all Web videos for Festival de Cannes

Nevada City, Calif., April 11, 2012 – [Telestream®](#), the leading provider of video transcoding and workflow solutions, today announced that its [Episode® Engine](#) application has been selected for the second year in a row to encode all Web videos for the *Festival de Cannes*. Episode was chosen for its ability to streamline the video encoding and delivery process, all within a single application. This year's *Festival* will be held May 16-27 in Cannes, France.

"We are honored that Episode Engine was selected to encode the online video components for this prestigious film festival," said [Barbara DeHart](#), VP of marketing at Telestream. "The workflow at Cannes highlights Episode's ability to reliably deliver multiple encodes to multiple destinations while utilizing all of the processing power at its disposal for maximum speed and efficiency."

Episode Engine was selected for the [Festival de Cannes](#) official website to replace multiple technologies that had previously been used to encode and deliver videos to multiple destinations. Prior to Episode, videos were exported over the network to a watch folder, encoded one-by-one, saved to another watch folder, and then uploaded to the *Festival's* FTP host. The former process required significant maintenance and monitoring.

With Episode, the *Festival de Cannes* has a single application that handles all aspects of [video encoding and delivery](#) from start to finish. Episode Engine runs on the *Festival's* existing multi-core Mac Pro computers. Watch folders are established at the start of the workflow, allowing several videos to be processed simultaneously and saved to local, as well as remote, folders on the FTP site. This setup allows the web team to monitor the output files and make backups where necessary. In addition, Episode Engine provides clustering of all five Mac Pros, maximizing processing power.

"It's a real pleasure to watch Episode Engine process our videos," said Anthony Verpoort, video project manager for the *Festival de Cannes* official website. "A 40-minute press conference video can be compressed in six formats and uploaded in less than 30 minutes. This enables us to quickly get our videos online and keep our viewers virtually up-to-the-minute on what is happening at the *Festival*."

For more information about Telestream and [Episode](#), visit www.telestream.net or see the company at NAB booth SL1405. For more information about the Festival de Cannes, visit <http://www.festival-cannes.com/>.

###

Trademarked company and product names are the property of their respective companies.

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.

About Festival de Cannes

Ever since its creation, the Festival de Cannes has remained faithful to its founding purpose: to draw attention to and raise the profile of films with the aim of contributing towards the development of cinema, boosting the film industry worldwide and celebrating cinema at an international level. For more information on the Festival de Cannes, visit www.festival-cannes.com/.

Press contact for Telestream

Janet Swift

+1 530-470-1328

janet_swift@telestream.net

Telestream [RSS Feeds](#)