



NAB Booths SL11512 & SL1405
PRESS RELEASE
For Immediate Release

Telestream and Levels Beyond Partner to Expand Media Management Capabilities

Telestream Vantage and Levels Beyond Reach Engine bring library, media management, and delivery to enable media file sharing and workflow management across multiple networks

Las Vegas, the NAB Show™, April 16, 2012 - [Telestream](#), the leading provider of video transcoding and workflow solutions and [Levels Beyond](#), a leading innovator in video library management and workflow software announced an integration partnership of Vantage transcoding products and Reach Engine workflow software. The integration adds the library management and scalability of the Reach Engine platform to the video transcoding, media workflow and analysis tools of Vantage and extends them across multiple networks.

"Telestream has consistently released products that address the pain points our clients feel when producing, managing, and delivering content," said Danny Gold, EVP of Strategy and Solutions at Levels Beyond. "The combination of Reach Engine's library management and web based tools with Vantage's control over every step of media processing will allow a greater level of automation and ease of use than is currently realized in the market."

Combined, Vantage and Reach Engine allow users to ingest and conform content directly into their Reach Engine managed media libraries. Media and metadata sourced from Vantage is published directly to the Reach Engine asset database. Users can select any asset or group of assets from the Reach Engine web based interface and deliver those assets to any Vantage workflow. The Reach Engine web interface allows users to secure Vantage workflows based on roles and permissions. Live progress and status reporting is available directly in the Reach Engine web interface, allowing remote workers to monitor and manage Vantage workflows from any device at any time.

"Levels Beyond's Reach Engine extends Vantage systems to enable access, packaging and distribution of media files across multiple locations," said Barbara DeHart, vice president of Marketing at Telestream. "Their expertise in media management, networking and distribution simplifies production workflows and extends the boundaries for today's production community."

The Levels Beyond Reach Engine is a highly scalable workflow platform that integrates digital content editing, transcoding and delivery solutions. Using its simple web interface, video creation professionals can access any asset, from rough footage and multiple camera angles, to completed programs. It is in use by networks, studios, sports producers, and post-production facilities worldwide to manage media across multiple networks.

Telestream [Vantage® transcoding products](#) simplify file format conversion in today's multi-format, multi-vendor video environments. Video and audio are automatically converted with metadata between all the major SD and HD broadcast server, edit system, streaming server, cable VOD server, web, mobile and handheld file formats. Vantage transcoding products can be used as stand-alone systems or integrated into dynamic, decision-based workflows to meet a broad range of business needs.

####

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.

Press contact for Telestream

Janet Swift
+1 530-470-1328
janet_swift@telestream.net
Telestream [RSS Feeds](#)