



PRESS RELEASE
For Immediate Release

Telestream Contributes Performance Improvements to x264

Contribution to the x264 project follows recent x264 product announcements

Nevada City, California, May 22, 2012 - [Telestream](#), the leading provider of video transcoding and workflow solutions, today announced the contribution of OpenCL™ performance improvements for pre-integration review to the x264 project. This follows Telestream's recent announcement of the integration of x264 across its file-based transcoding product lines.

The enhancements developed by Telestream provide improved performance on AMD GPUs, including the Tahiti architecture to reduce x264 processing time. The development was completed in partnership with [MulticoreWare Inc.](#), a software solutions leader that develops highly optimized heterogeneous multicore parallel programming across platforms focusing on OpenCL programming.

"The inclusion of x264 across our product line significantly increases the quality of our H.264 encoding," said [Shawn Carnahan](#), CTO of Telestream. "We are glad to contribute the OpenCL optimizations to the project, providing improved performance to other x264 users".

"x264 provides a globally-accepted, very strong and high-quality foundation on which to base further GPU-enabled acceleration," said Curtis Davis, Co-founder, COO and VP of engineering of MulticoreWare. "We are pleased with the performance results and look forward to continuing to work with Telestream as they deliver innovations and performance to the broadcast solutions market."

"GPU acceleration of video encoding is an extremely difficult problem; most existing implementations are neither fast nor effective at compression. MulticoreWare has been working with us for the past few months to implement a portion of x264 in OpenCL. These improvements, when later integrated into mainline x264, will offer significant performance increases for users with modern GPUs supporting OpenCL" said Jason Garrett-Glaser, lead developer and CEO of x264 LLC.

Telestream products utilizing x264 currently include Episode® and Vantage®. [Episode](#) is an all-in-one, multiformat encoding application designed for post production and new media workflows. It's the only cross-platform, multiformat software encoder on the market that scales from a desktop to a workgroup cluster. [Vantage](#) server-based software products combine media capture, transcoding, clip management, analysis, QC, and metadata processing into one future-proof video workflow design and automation framework. Vantage integrates with all the major broadcast servers, edit systems, streaming servers, cable VOD servers, SANs and virtually any network digital device in a facility to improve video operations—without disrupting video operations.

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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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About MulticoreWare Inc. (MCW)

MulticoreWare Inc. is a member of the OpenCL Consortium. MCW is the leading provider of programmer productivity tools, libraries and application development services for homogeneous and heterogeneous multi-core CPU and GPU architectures. MCW's services span multiple verticals such as broadcast video, imaging, scientific computing, industrial inspection, oil & gas, and defense & aerospace. For more information, visit <http://www.multicorewareinc.com>.

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