



Telestream NASCAR Project Named to IBC2012 Innovation Awards Shortlist

NASCAR high definition video capture and replay system developed by Telestream receives recognition

Nevada City, Calif., June 7, 2012 – Telestream’s NASCAR project was named this week to the prestigious [IBC2012 Innovation Awards](#) shortlist of finalists. The Innovation Awards recognize the practical application of leading-edge video technology in three categories: content creation, content management, and content delivery. The NASCAR high definition video capture and replay system developed by [Telestream](#) in association with Promise Technology and Quantum Corporation, was one of three finalist projects named in the Content Management category.

"What was once a television industry has now blossomed into a world where creative talents make content which engages with and excites audiences wherever they are, whatever device they have to hand," said Michael Lumley, chair of the IBC2012 Innovation Awards judging panel. "The scope and scale of this year's entries reflects this huge expansion, and it gave the judges a tough challenge to come up with a shortlist of just 10 projects."

In the fast-paced world of [NASCAR](#) racing, where broadcasts reach 150 countries, video is also key to controlling NASCAR races. Telestream’s new race control system is based on its [Pipeline HD](#) hardware encoder and a new, high-performance, multi-clip [Replay](#) application. The new system provides instant capture and synchronous display of 18 high definition camera feeds, enabling instant access, search, and analysis of an entire race event. The system utilizes online storage solutions from Promise Technology and Quantum Corporation.

“The NASCAR race environment presented the perfect challenge for Telestream to provide high-quality video capture and instant, synchronous playback in a time-critical situation, said Barbara DeHart, vice president of marketing at Telestream. “It is an honor to be recognized as a shortlist finalist along with NASCAR and our technology partners for this prestigious Innovation Award.”

[IBC](#) is the premier annual event for professionals engaged in the creation, management and delivery of entertainment and news content worldwide. The IBC2012 Awards Ceremony takes place on Sunday, September 9 at 6:30 p.m. in Amsterdam and is free to all IBC visitors. For more information about the IBC Innovations Awards, visit www.ibc.org/awards.

Telestream is the leading provider of video transcoding and workflow solutions. The company will be exhibiting at IBC in stand 7.D16. For more information about Telestream and its products, visit 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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