



**PRESS RELEASE**  
*For Immediate Release*

## **Telestream Brings Powerful New Video Transcoding Products to IBC2012**

*New Vantage Transcode Multiscreen and Lightspeed GPU accelerated transcoding  
lead the pack at IBC stand 7.D16*

**Nevada City, Calif., July 12, 2012** – [Telestream](#)<sup>®</sup>, the leading provider of video transcoding and workflow automation solutions, will feature new, high-performance transcoding products for the creation and delivery of OTT multiscreen content, Vantage GPU acceleration, a new video replay and analysis system for sports and live events, plus powerful partner integration and partner opportunities, in Stand 7.D16 at [IBC2012](#), the International Broadcasters Convention, which takes place in Amsterdam September 7-11.

New Vantage<sup>®</sup> Multiscreen transcoding software combines with Telestream's new Lightspeed<sup>™</sup> server to accelerate video transcoding and packaging for OTT multiscreen, web and mobile delivery. Vantage Multiscreen addresses the unique requirements of adaptive bitrate (ABR) production and packaging by automating the entire process of source file decoding, video image processing, parallelized H.264 encoding, packaging, encryption, and archiving. The Lightspeed server is architected for acceleration of video processing and H.264 encoding on parallel GPUs and multicore CPUs to produce the highest quality images at the fastest possible speed.

A new offering, the Vantage Multiscreen Pro bundle, combines Vantage Multiscreen software, the new Telestream Lightspeed server, and Vantage Transcode Pro software to provide the most powerful and complete video transcoder solution on the market. This collection provides the industry's broadest spectrum of video transcoding format support and device interoperability. Create and deliver content for any digital video application from broadcast TV to tablets to mobile phones—from a single solution.

New Vantage Transcode 4.0 features will also be demonstrated. Advanced video processing includes 16-bit 4:4:4:4 YUV image quality, vastly improved up/down/cross conversion and deinterlacing. New support for the x264 codec for high-quality H.264 transcoding, plus support for broadcast and sports file formats includes AS02. Vantage also expands its workflow automation capabilities with CALM Act loudness control, Web caption support, greater support for Avid production workflows, and Screen MediaMate subtitling and captioning workflows.

Telestream's new [Pipeline Replay](#) system will make its IBC debut. Developed for NASCAR's 2012 racing season, the NASCAR Pipeline Replay project was named as a finalist in the IBC2012 Innovation Awards. Pipeline Replay multichannel video player software combines with [Pipeline HD systems](#) to provide video capture and instant, synchronous playback of multiple high-definition camera feeds. The Replay system provides sports officials with a cost-effective, easy-to-use means to simultaneously view and analyze synchronized video from different camera angles.

[Wirecast](#)<sup>®</sup> all-in-one live streaming production software will show new partnership options that will enable a greater number of partners to easily integrate their hardware or their live streaming services directly with Wirecast. Building on Telestream's success in prior partnerships, these new offerings bring Wirecast's high-quality live video production capabilities to more users.

Episode desktop and server encoding software will demonstrate its recent integration with Autodesk, which makes it easy for Smoke and Flame users to access the powerful, scalable encoding capabilities of Episode products. New support for the x264 codec will also be featured. With the addition of this codec, Telestream continues the tradition of bringing high-quality [video encoding](#) to all Episode users. Episode provides the highest-quality video transcoding in its class for the entire digital post-production workflow, from camera to delivery, with remarkable speed, powerful controls and cross-platform scalability at an affordable price.

Telestream will also feature its full line of Vantage 4.0 transcoding and intelligent workflow automation solutions, Episode encoding, FlipFactory transcoding, Agility on-demand video production, and Wirecast live streaming production products at IBC2012.

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](http://www.telestream.net).

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