



**PRESS RELEASE**  
*For Immediate Release*

## **Telestream Expands Desktop Product Distribution in North America**

*GDI become national distribution partner to support expanding market demand for Episode and Wirecast products*

**Nevada City, Calif., July 17, 2012** – Telestream today announced a new distribution partnership with [Graphics Distribution Inc. \(GDI\)](#), headquartered in Milwaukee, for distribution of its desktop products in North America. Under the terms of the agreement GDI will serve as a distributor of Telestream's [Episode® encoding software](#), and [Wirecast® live streaming production software](#).

"We're thrilled to add GDI to our distribution network," said Deb Newhouse, Desktop Sales Channel Manager at Telestream. "The addition of GDI increases the number of locations that our customers can purchase Episode and Wirecast, and allows us to expand our reach into new vertical markets. With GDI's strong track record in the education vertical, we can help more students and faculty realize the power of our desktop products. GDI will expand our sales and support team and strengthen our position in this market."

GDI has been distributing hardware and software products to professional video and audio resale channels since 2001. The company focuses on key relationships to create long-term success for resellers and manufacturers. GDI's range of services consists of sales, technical support, and rapid order processing, along with financing, personalized service and tracking for shipments. As a value added distributor for several Telestream partner products including Matrox and ViewCast, GDI is well-positioned to offer end-to-end solutions for its customers.

Scott Whitcomb, General Manager of GDI, sees a great opportunity for combining Telestream's desktop products with their range of products already in distribution, "The addition of Telestream's Wirecast 4 and Episode 6 encoding and transcoding software to GDI's existing Matrox and ViewCast hardware lines will offer our channels bundling opportunities to create powerful encoding and streaming solutions with single point of purchase convenience."

Effective immediately, GDI will begin sales through resellers for the Telestream desktop products. Direct end-user online sales at [www.telestream.net](http://www.telestream.net) are unaffected by this relationship. More information about Telestream desktop products is available at [www.telestream.net](http://www.telestream.net) and information. Further information about GDI is available at <http://www.gdius.com>.

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

**Press contact for Telestream**

Lynn Elliott

+1 530-470-2042

[lynne@telestream.net](mailto:lynne@telestream.net)

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