



PRESS RELEASE
For Immediate Release

Telestream Announces Flip4Mac 3.0 for OS X Mountain Lion

Public beta of the official Windows Media player on the Mac is now available, adding support for QuickTime and Gatekeeper

Nevada City, Calif., July 25, 2012 – [Telestream](http://www.telestream.net)[®], the leading provider of digital media tools and workflow solutions, today announced a public beta release of Flip4Mac[®] 3.0 including Flip Player[™], a new multiformat video player. This public beta release is being made available to the Mac community to allow a broad user base to evaluate the next major version of Flip4Mac.

[Flip4Mac](http://www.telestream.net) is the official Windows Media player on the Mac. Version 3.0 has been completely modernized to provide continuous Windows Media support for OS X Mountain Lion. Telestream also supports Gatekeeper, a new feature in Mountain Lion, which allows users to install Flip4Mac safely and securely. Additional 64-bit improvements have been made to support the latest QuickTime Player.

“Providing a superior video playback experience on the Mac is important to us and is what Flip4Mac is all about,” said Barbara DeHart, vice president of marketing at Telestream. “We’re excited to provide this public beta release to continue offering official Windows Media playback on Apple’s latest operating system, OS X Mountain Lion.”

Also included in this public beta release is Flip Player[™], a sophisticated new video player for the Mac. Flip Player offers high-quality video playback in a wide range of popular video formats, for the web, smart phones, and high definition movies. An upgrade to Flip Player[™] Pro adds unique features such as intuitive video editing and iPhone ringtone export capabilities.

Flip Player and Flip4Mac fill an important need for the Mac community. These intuitive, QuickTime-based tools bridge the gap between Mac and Windows environments. For users switching from Windows to Mac, they enable access to Windows Media content and easy integration with a Windows-based infrastructure.

The Flip4Mac 3.0 public beta can be downloaded at <http://www.telestream.net/flip4mac> and upon final release will be distributed by Microsoft.

For more information, 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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