



IBC Stand 7.D16

PRESS RELEASE

For Immediate Release

Telestream Announces Partner Integrations for Episode Video Encoder

Direct export from Adobe Premiere Pro and integration with axle 1.0 media management software bring Episode's extensive range of high-quality video encoding capabilities to more users

Nevada City, Calif., September 5, 2012 – Telestream®, the leading provider of digital media tools and workflow solutions, today announced new partner integrations for its Episode® media encoding software products. Direct export from Adobe Premiere Pro provides access to Episode's vast range of formats and enables centralization of encoding functions for post-production companies, artists and operators. Integration with axle 1.0 brings affordable media management and high-quality encoding to a greater number of production teams.

"We are pleased to join with these companies to provide easier access to Episode's extensive range of high-quality encoding capabilities for their customers," said Barbara DeHart, vice president of marketing at Telestream.

Direct export from the Adobe Premiere Pro timeline will greatly benefit Adobe Creative Suite users by providing easy access to Episode's high quality encoding engine and extensive format support. For creative facilities, Episode provides an easy way to offload encoding tasks to other systems or to centralize encoding functions for a workgroup of edit stations on an encoding cluster.

axle video LLC is a startup focused on making media management simple and cost effective for small to mid-sized production workgroups. Enabling access to Episode's single or multi-system transcoding clusters provides axle users with a high-performance option for converting media between a broad range of file formats directly from within the axle interface. Exporting media to digital masters, distribution copies, proxies, web or mobile files is as easy as a few mouse clicks.

"We are delighted to have integrated Telestream's Episode Pro software with our axle 1.0 media management software," said Sam Bogoch, CEO at axle video. "Episode's wide range of supported codecs, scalable cluster architecture, and ease of use make it an ideal complement to our approach of radical simplicity in media management software, and its affordable price point is ideal for smaller workgroups."

[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. Best-in-class video processing, 10-bit encoding, and fine-tuning compression combine to maintain pristine picture quality throughout the production process. Optimized codecs, multi-thread processing, parallel and distributed encoding enable ultra-fast encoding speeds. Collaboration and clustering are at the core of Episode's design, allowing users to easily join Mac and PC computers together to share encoding work among workstations.

Episode is being demonstrated at the IBC Show in Amsterdam at Telestream stand 7.D16. For more information about Telestream and Episode, 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.

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