



**PRESS RELEASE**  
*For Immediate Release*

## **Telestream Releases Flip4Mac 3.0 Including New Multi-Format Video Player**

*New Flip Player™ offers a wide range of format support plus playback, editing and conversion features for the Mac community*

**Nevada City, Calif., September 24, 2012** – [Telestream®](#), the leading provider of digital media tools and workflow solutions, today released Flip4Mac® 3.0, the [official Windows Media player on the Mac](#). The completely modernized V3.0 software includes Flip Player™, a new multi-format 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.

“[Flip4Mac](#) has been an essential tool for Windows Media playback on the Mac for many years,” said Barbara DeHart, vice president of marketing at Telestream. “The addition of the new Flip Player will allow a great playback experience across *any* type of video. Combining that with easy-to-use edit and conversion capabilities will make this the next *must have* for the Mac community.”

[Flip Player™](#) is a free multi-format media player for Mac OS X that provides MOV, MP4, H.264 and AAC support, as well as WMV and WMA support via Flip4Mac. Telestream is committed to offering additional media format support in future releases. Navigation controls fade in only when needed and never on top of the video. For brilliant and distraction-free video playback, a *Dim Lights* feature shades background elements without entering full-screen mode and by preserving full pixel-to-pixel fidelity. Export support is also included for Apple apps, such as iMovie, iPhoto, Mail, and Final Cut Pro.

Flip Player™ Pro, priced at \$29, adds unique export options and powerful editing capabilities, such as visual scaling, visual cropping, trimming with in/out points, and rotation. Advanced navigational controls include JKL playback and slow-motion playback. No other video player provides the ability to quickly and frame-accurately trim sound from a movie scene and export it to an iPhone ringtone. In addition, Flip Player Pro adds export to Final Cut Pro, and converts WMV and WMA to other formats via Flip4Mac.

“Flip Player is a welcome new tool for today’s Mac video production environment,” said Jeremy Garchow, Post Production Supervisor/Editor at Emmy Award-winning Maday Productions and Creative COW Leader. “The sleek interface and efficient playback controls make reviewing, trimming, and exporting very easy and useful.”

Flip Player is the only free [multiformat video player](#) for the Mac with official Microsoft support for Windows Media playback. In a world with about 90% Windows market share, 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. In addition, Flip Player complies with all intellectual property laws.

[Flip4Mac 3.0](#) supports OS X Mountain Lion, including Gatekeeper, a new feature in Mountain Lion which allows users to install Flip4Mac safely and securely. Additional 64-bit improvements support the latest QuickTime Player.

Now available, Flip4Mac 3.0, Flip Player, and Flip Player Pro are supported by Telestream and distributed by Microsoft. For more information, visit [www.telestream.net](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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