



Telestream Recognized for Leadership and Innovation

Company Receives Two California North State Innovation Awards: Game Changer of the Year award presented to Telestream; Executive of the Year award presented to Dan Castles

Nevada City, CA, November 8, 2012 – [Telestream®](#), a leading provider of digital media tools and workflow solutions, was honored with two local business awards at a ceremony held November 1 in Northern California. Telestream was presented with the [Game Changer of the Year](#) award and Dan Castles received the [Executive of the Year](#) award.

Hosted and organized originally by CEPCO, and since 2012 by [Innovate North State](#), the North State Innovation Awards are an annual event with a 20-year tradition that have been expanded this year to encompass most of California north of Sacramento. Innovators, executives, educators and community leaders who enrich the area were celebrated at the event which honored 53 finalists in 15 categories.

“These awards recognize the years of hard work we have spent bringing a continual flow of cutting edge products to our customers, and doing so in a way that has allowed us to constantly extend our business model,” said [Dan Castles](#), CEO of Telestream. “We have seen our annual sales grow each of our fifteen years, and in these turbulent economic times, this is no small feat.”

Prior award winners include market-leading companies such as Sierra Nevada Brewing Company and Build.com. Companies are honored because of their innovative products or services and their game changing impact, not only locally, but statewide, nationally and globally.

Innovate North State’s Board Chairman Steve Gonsalves stated, “The event is truly emblematic of the region-wide innovation occurring in the California North State. We have finalists from 14 different communities, all of whom are making great things happen in the region, and we were proud to honor them at the North State Innovation Awards event.”

Telestream is a privately-held digital video technology company located in Nevada City, California. The company specializes in video transcoding, live streaming production, and file-based workflow automation products. Its customers include some of the world’s leading media and entertainment companies, as well as a growing number of businesses who rely on Telestream products to reach broader audiences, streamline their operations, and generate more revenue from their media.

To learn more about Telestream, visit: <http://www.telestream.net>. To learn more about Innovate North State visit: www.innovate-northstate.com.

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About Telestream

Telestream (www.telestream.net) 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.

About Innovate North State

Innovate North State (www.innovate-northstate.com) is a public/private partnership driven by CEOs of leading California North State businesses that was established in early 2012 to create jobs in the region by specifically focusing resources on helping innovative growth companies succeed. The Innovate North State concept was seeded by NoRTEC, its development aided by a State Innovation Challenge Grant. The organization also serves as one of twelve California-designated iHubs, and is the only iHub focused on rural regions of California. Innovate North State's region of scope encompasses Yuba-Sutter to the South, Grass Valley/Nevada City in the foothills, all the way to the Oregon border.

Innovate North State's 5-Year Vision is to have the North State recognized as the most economically competitive rural region in the U.S. by 2017.

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