



**PRESS RELEASE**  
*For Immediate Release*

## **Telestream Vantage Video Transcoding Streamlines Workflow for Magenta TV**

*Leading German post-production company achieves greater speed, flexibility and efficiency since implementing Vantage video transcoding and workflow automation from Telestream*

**Nevada City, Calif., December 18, 2012** – [Telestream](#)<sup>®</sup>, the leading provider of digital media tools and workflow solutions, today announced that Magenta TV, a leading full-service post-production facility in Germany's Rhine-Maine region, has successfully deployed Telestream [Vantage](#)<sup>®</sup> video transcoding and workflow automation server-software. Magenta TV selected Vantage because it provides the centralized system the company needed to [automatically process](#) a variety of encoding tasks outside of its editing suites. The system was purchased from local dealer, [Netorium](#), who helped with the workflow design.

"With Telestream Vantage we can operate faster and more efficiently with greater flexibility and perfect results," reports Andreas Statzner, General Manager at Magenta TV. "Vantage allows us to encode and process our media independently of the edit suites, so that our editors can focus on what they do best, which is editing, rather than encoding."

[Magenta TV](#) provides video and film technical services to clients that include broadcast stations, production companies, and the film industry. Vantage is used in conjunction with its storage area network to easily create, convert and deliver a wide range of file formats between different systems, such as several Avid systems in combination with a Snell Alchemist or Lynx PVD 5660, as well as Nucoda HD. Vantage captures content from editing systems, aligns audio tracks, exports AAF files, and automatically processes encoded files for VOD, archive and delivery. Further, Apple ProRes HD files are converted into low-resolution formats for web purposes, and Avid QuickTime reference files are linked with metadata and encoded into low-res formats with integrated timecode for sound-editing at external studios.

"Vantage is a perfect fit for full-service post-production facilities like Magenta TV," said Barbara DeHart, vice president of marketing at Telestream. "Vantage combines broad format support with stunning 16-bit 4:4:4:4 image quality, accelerated video processing, and intelligent workflow automation to meet the demands of busy video production environments."

Telestream Vantage provides a complete range of [video transcoding](#) and file-based workflow solutions – from single-server installations for automating transcoding, to very large, multi-server media processing systems that produce and assemble millions of finished media packages. Vantage makes content production, multi-screen delivery, and device interoperability a hands-off process. The Vantage platform brings transcoding, media capture, metadata processing, and analysis – into a unified system. Automated decision making and enterprise-class system management can be added to take media processing workflows to a higher level.

For more information about Telestream and Vantage, visit [www.telestream.net](http://www.telestream.net). For more information about Magenta TV, visit <http://www.magenta-tv.de/>.

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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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### **Magenta TV Press image:**

[http://www.telestream.net/company/press-kit/download/MagentaTV\\_ColorGrading.jpg](http://www.telestream.net/company/press-kit/download/MagentaTV_ColorGrading.jpg)

*Caption: Sven Hass, operator at Magenta TV, transfers files to Telestream Vantage for faster, more efficient transcoding and video processing.*

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