



PRESS RELEASE
For Immediate Release

Telestream Unveils New Video Transcoder for IPTV and Cable VOD Distribution

Vantage® Transcode IPTV VOD offers faster turnaround, higher quality, and lower distribution costs for file-based IPTV and cable VOD workflows

Nevada City, Calif., March 19, 2013 – [Telestream®](#), the leading provider of video transcoding and workflow solutions, today announced a major new enterprise-class [video transcoding software](#) product. Vantage® Transcode IPTV VOD is a highly-focused transcoding solution that was developed specifically for broadband and cable service providers to automate content preparation and delivery for IPTV and cable VOD workflows.

"The real challenge around encoding video for IPTV and cable VOD is how to get the highest quality at the lowest bit rate with the maximum amount of control for Transport Stream multiplexing and metadata," said Barbara DeHart, vice president of marketing at Telestream. "With our new transcoder we've accomplished all three in a way that has never been done before. The ability to do all of this with GPU acceleration truly makes Vantage the most powerful transcoder on the market."

[Vantage Transcode IPTV VOD](#) offers GPU-accelerated H.264 encoding using the x264 codec. x264 has been shown to reduce bit rates by up to 50 percent while increasing quality. This enables IPTV providers to offer a better viewer experience while simultaneously lowering transmission costs. Vantage Transcode IPTV VOD also provides sophisticated control over Transport Stream video, audio, and metadata by integrating best-in-class Manzanita Systems technology. Full integration of Telestream Lightspeed™ technology offers the highest possible encoding speeds with GPU acceleration.

According to the March 2013 Multimedia Research Group, Inc. report, [IPTV Global Forecast Through 2016](#), service provider revenues via subscription are forecasted to grow "from US\$29 billion in 2012 to US\$56.8 billion in 2016, a compound annual growth rate of 18.2%, or almost double the total from 2012."

The [Vantage](#) product family now offers GPU accelerated transcoding for every screen plus the world's most intelligent workflow orchestration. Vantage Transcode products can be used alone, clustered to increase capacity, or added to an existing Vantage ecosystem. With Vantage, every step of the workflow can be planned, managed and monitored. Workflows can be extended to include analysis, automated decision-making and enterprise-class system management to maximize efficiency, system utilization and visibility – all within a unified system.

Vantage Transcode IPTV VOD will make its debut at two major upcoming industry events:

- TV Connect in London, March 19-21, in Telestream stand 19
- NAB in Las Vegas, April 8-11, in Telestream stand SL2605

Availability is targeted for the beginning of April and pricing starts at US\$10,500. For more information about Telestream and Vantage, 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 automation and orchestration 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.

Press contact for Telestream

Janet Swift

+1 530-470-1328

janet_swift@telestream.net

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