



PRESS RELEASE
For Immediate Release

Telestream Vantage Provides Media Transcoding Functions for Avid Interplay MAM Active Archive Solution Package

Nevada City, Calif., April 3, 2013 – [Telestream](http://www.telestream.net)[®], the leading provider of video transcoding and workflow automation solutions, today announced that [Avid](http://www.avid.com)[®] has selected Telestream Vantage[®] transcode technology for inclusion in its Avid Interplay[®] MAM Active Archive solution, a solution package that addresses the most common access, operations, and asset protection needs of media organizations. Vantage provides powerful file-based video transcoding with unparalleled speed, quality, and format support for post, broadcast, cable, IPTV and multiscreen environments.

"This product integration represents the next step in Telestream's long-standing support for Avid's digital media ecosystem," said Barbara DeHart, vice president of marketing at Telestream. "We are excited to make Vantage technology available to Avid Interplay MAM customers."

Under terms of the agreement Avid will integrate [Telestream Vantage](http://www.telestream.net) to provide media transcoding functions in its Interplay MAM Active Archive package. The Interplay Active Archive solution provides an efficient and economical way to streamline essential media operations with a proven media asset management foundation. Key system functions include file import, proxy creation and viewing, format conversion, media annotation and shot-list creation, automated media movement to and from archive or near-line storage, and file export operations.

"We are pleased to add Telestream's best-in-class Vantage transcoding technology to our Interplay MAM Active Archive solution package and to extend the valuable relationship this represents," said Mike Milligan, director of Product Management for Interplay MAM at Avid. "Transcoding is a key enabler for file-based video workflows, touching virtually every aspect of media production."

Vantage Transcode simplifies media conversion in multiformat production, editing, MAM, and distribution environments. Video and audio are automatically converted with metadata from virtually any source format to virtually any output file format. Specifically for Avid Interplay MAM Active Archive, Vantage will provide H.264 proxy creation as well as a wide range of automated file format conversion tasks.

For more information about Telestream and Vantage, please visit <http://www.telestream.net>. For more information about Avid and Avid Interplay MAM Active Archive, please visit <http://www.avid.com>.

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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.

About Vantage

The [Vantage](#) product family 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.

About Avid

Avid creates the digital audio and video technology used to make the most listened to, most watched and most loved media in the world – from the most prestigious and award-winning feature films, music recordings, and television shows, to live concert tours and news broadcasts. Some of Avid's most influential and pioneering solutions include Media Composer®, Pro Tools®, Interplay®, ISIS®, VENUE, Sibelius® and System 5. For more information about Avid solutions and services, visit www.avid.com, connect with Avid on [Facebook](#), [Twitter](#), [YouTube](#), [LinkedIn](#), [SoundCloud](#); or subscribe to [Avid Buzz](#).

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