



PRESS RELEASE
For Immediate Release

Telestream Enables Dynamic Scalability with Vantage Cloud

Vantage Cloud allows users to easily run all the capabilities of Vantage transcoding and workflow automation software on cloud-based infrastructure, including at Amazon Web Services

Las Vegas, the NAB Show™, April 5, 2013 – [Telestream®](#), the leading provider of digital media tools and workflow solutions, today announced that it is extending its Vantage® file-based video transcoding and workflow automation software to cloud-based environments. Vantage Cloud makes it easy to run all the capabilities of Vantage – including automated transcoding, media processing, analysis, and packaging – on cloud-based infrastructure. By unifying with on-premise systems, Vantage Cloud allows users to quickly respond to new formats, regulatory requirements, and fluctuating workflow needs. Telestream also announced a partnership with [Amazon Web Services](#) (AWS) for its initial deployment.

“Vantage was built for scale and very large deployments. Vantage Cloud now allows users to run Vantage in an elastic, hosted environment,” said [Barbara DeHart](#), vice president of marketing at Telestream. “Vantage Cloud combines the exceptional quality, video processing, and broad format support that Vantage offers with the pay-as-you-go pricing option that cloud-based services like AWS offer.”

[Vantage](#) workflow automation and system management capabilities allow seamless interaction between on-premise and cloud-based systems, creating a unified hybrid environment. Vantage Cloud creates a secure workflow system that provisions Vantage transcoding software at hosted services like AWS. This includes CPU or GPU-based transcoding, media analysis, automated decision making, and third-party system integrations. Vantage Cloud allows users to quickly and easily respond to peak demands, dynamically scaling their media processing workflows up and down as needed, without having to invest in additional hardware or software.

Telestream Vantage transcoding and workflow orchestration software simplifies media production and distribution in today’s multiformat, multi-vendor video environments. Video and audio are automatically converted with metadata between all the major formats and devices. Vantage utilizes the latest technologies including GPU acceleration to provide pristine quality and exceptional video processing speeds. Vantage includes specialized transcoding for multiscreen adaptive bitrate formats, IPTV and cable VOD, broadcast, as well as a full range of web, mobile, edit, production, proxy and MXF formats.

Telestream’s director of new products and strategy, Jim Duval, is participating in the Cloud Computing Conference at NAB in the panel session [Post-Production in the Cloud](#) being held Monday, April 8 from 1:45 to 2:30 in the North Hall Room N249.

Vantage Cloud will be demonstrated at the NAB Show in Las Vegas April 8-11 at Telestream booth SL2605. Vantage Cloud will be available at AWS later this year. 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.

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