



**PRESS RELEASE**  
*For Immediate Release*

## **Telestream Brings New Vantage Transcoding and Workflow Products to NAB2013**

*Vantage adds a new transcoder to its growing family of GPU-accelerated products, new formats including HEVC, new integrations for QC, high-speed delivery and watermarking, as well as the ability to run all Vantage capabilities in the cloud – providing the ultimate tool for automated media workflows*

**Las Vegas, the NAB Show™, April 7, 2013** – [Telestream®](#), the leading provider of video transcoding and workflow products, today announced new products and capabilities for its award-winning [Vantage®](#) video transcoding and workflow orchestration products being demonstrated this week at the National Association of Broadcasters (NAB) conference in Las Vegas. New to Telestream's growing family of GPU-accelerated products is a transcoder for IPTV and cable VOD workflows, new formats including HEVC, new integrations for QC, high-speed delivery and watermarking, as well as the ability to run all Vantage capabilities in the cloud – providing the ultimate tool for automated media workflows.

"Transcoding continues to be a key enabler for file-based video workflows, touching virtually every aspect of media production and distribution," said Barbara DeHart, vice president of marketing at Telestream. "We now offer an entire family of transcoding products for multiscreen, IPTV, edit, cable, and broadcast workflows. New partner integrations bring even more capabilities under unified control of the world's most powerful workflow engine."

Telestream recently [announced](#) a major new enterprise-class video transcoding product. Vantage Transcode IPTV VOD addresses the specific challenges of IPTV and cable Transport Stream transcoding. With integrated Manzanita multiplexing and GPU-accelerated video compression, this product offers the highest possible quality at the lowest possible bit rates for IPTV distribution, providing sophisticated control over transport stream video, audio, and metadata. [Vantage Transcode IPTV VOD](#) adds to Telestream's growing family of GPU-accelerated transcoding products which includes general-purpose web, edit, and mobile transcoders, plus specialized transcoders for broadcast, cable, IPTV, and multiscreen distribution.

Telestream also announced several new formats for the Vantage transcoding product family, including HEVC H.265, updates to x264 H.264, plus AMWA AS-02 and AS-11, as well as DPP AS-11 MXF files. New capabilities allow Telestream to uniquely offer GPU-accelerated compression which provides the highest possible quality at the lowest possible bit rate, enabling lower distribution costs and increased viewer loyalty.

At NAB Telestream will be demonstrating new system integrations with Aspera *fastex*, Cinnafilm Tachyon, Digimetrics Aurora, Interra Baton, VidChecker, Civolution, and Screen Subtitling. These new integrations join over a dozen integrations already available in the Vantage Workflow engine, which enables them to be brought together under Vantage management, unifying diverse ecosystems and enabling intelligent workflow orchestration.

Announced in more detail in a [separate release](#), Telestream's new Vantage Cloud offering allows users to easily run all the capabilities of Vantage video transcoding and workflow automation in cloud-based environments, including Amazon Web Services (AWS). Vantage was built for scale and very large deployments. Vantage Cloud unifies with on-premise systems, allowing users to quickly and easily respond to fluctuating needs, scaling their media processing workflows up and down as needed, without having to invest in additional hardware or software.

The complete family of Vantage transcoding and workflow products, including new partner integrations and capabilities can be seen this week in Telestream booth SL2605 at the NAB Show in Las Vegas. For more information about Telestream and Vantage, visit [www.telestream.net](http://www.telestream.net).

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*Trademarked company and product names are the property of their respective companies.*

### **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](http://www.telestream.net).

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