



PRESS RELEASE
For Immediate Release

Telestream to Launch Post Producer at IBC2013

New product automates repetitive content production assembly tasks, providing greater efficiency and accuracy

Nevada City, California, August 6, 2013 – [Telestream®](#), the leading provider of video transcoding and workflow automation products, today announced a major new product to be launched at the International Broadcasters Convention (IBC) in Amsterdam this September. Post Producer™ is a post-production and delivery engine that automates repetitive production processes, which would otherwise tie up editors and NLE workstations. Based on user templates, Post Producer assembles a segment or spot, compositing video, graphics, titles and captions or subtitles, and applying audio processing as required. Alternate versions are automatically created by simply substituting the necessary elements. Running on the latest version of [Vantage](#) 6 software, Post Producer will be available for purchase prior to IBC.

“One of the major pain points in file-based workflows is the repetitive rendering of different versions of media for today’s multi-language, multi-platform distribution,” said [Paul Turner](#), vice president of enterprise product management at Telestream. “Post Producer addresses this issue, offering an automated, efficient, and cost-effective solution for versioning and packaging.”

Telestream extends its reach into the post-production market by also enabling direct ingest of DPX sequence files and acquisition formats such as RED RAW, by adding Dolby E encoding, and 24 to 25 frames per second audio conversion. The new Post Producer product and these new features will be available in Vantage 6. In addition, Vantage 6 will offer new analysis and QC capabilities and further integrations with third party products.

Vantage is a video processing platform for a range of transcoding and file-based workflow automation products. It supports single-server installations for automated transcoding, to very large, multi-server media processing systems that automatically 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, analysis, and content assembly into a unified system.

Post Producer, Vantage 6.0 and other Telestream products will be demonstrated at [IBC](#) in Telestream stand 7.C12. For more information about Telestream and its products, visit 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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