



PRESS RELEASE

For Immediate Release

NRK Builds Transcode Workflow Platform on Telestream Vantage

Norwegian broadcaster uses latest Vantage software and hardware to implement high-performance, multi-location workflows

Nevada City, Calif., August 13, 2013 – [Telestream](#)[®], the leading provider of video transcoding and workflow solutions, today announced that Norwegian national broadcaster [NRK](#) has updated its transcoding platform, moving to a highly automated network based on Telestream Vantage[®]. The networked system is implemented in the broadcaster's Oslo headquarters and in 18 other regional centers. The system is responsible for hundreds of individual transcodes each day.

The latest release of [Vantage](#) software provides such a high level of quality that the system is used for primary format conversion between HD and SD. In the past no software system had been able to meet NRK's quality requirements for this task.

According to NRK system administrator, [Jarle Igeltjørn](#), the system architecture and the workflows were designed in house by NRK with support from Telestream. In total there are 47 Vantage licenses in the network, with 29 of the servers in Oslo. The system includes 20 Telestream [Lightspeed](#)[®] Servers: 1RU hardware devices designed with multiple CPU and GPU capability for the specific purpose of accelerating digital encoding and maintaining quality.

The new Vantage system provides a common platform for virtually all transcoding tasks within the broadcaster, including ingesting content, converting user-generated material to the house format, and providing multiple outputs and adaptive bitrate streaming for online and mobile content delivery. In some workflows graphics are automatically inserted, or content is replaced where NRK does not have the rights to transmit it online.

"In our main installation in Oslo we have about 70 active workflows, which routinely process up to 700 encodes in a single day," said Egil Ljøstad, Head of File-based Production at NRK Technology. "We have seen as many as 1500 jobs in a day. In general, workflows are initiated automatically, either by the Omnibus asset management system or by the Signiant content delivery platform, but there is a drop folder system available when NRK staff need to initiate a process manually."

"This is an excellent example of the way that a well-designed platform can provide a simple, fast and largely automated transcode network," said Paul Turner, VP of Enterprise Product Management at Telestream. "NRK wanted to be able to design the system to meet their very specific needs, and then to develop the workflows on top of it. With little direct support from us they were able to do this, and to create a networked solution that moves content around the country and around the broadcaster smoothly, seamlessly and without compromising quality."

Ljøstad added, "For us, moving from FlipFactory to the Vantage platform was a big success. And with the investment in Lightspeed Servers, we gained even more speed."

The system was supplied by Video4, the Telestream distributor in Norway. For more information about Telestream and Vantage, visit www.telestream.net. For more information about NRK, visit www.tv.nrk.no.

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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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Press image:

NRK project team (from the left): Kjell Ove Nordlien, Sigurd Løvik, Nikolai Roald, Jarle Igeltjörn:
http://www.telestream.net/company/press-kit/download/NRK_Telestream_Vantage.jpg

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