



**PRESS RELEASE**  
*For Immediate Release*

## **Telestream Initiates Open Source x265/HEVC Project**

*Project aims to create the world's most efficient, highest quality H.265 codec*

**Nevada City, Calif., September 3, 2013** – [Telestream®](#), the leading provider of digital media tools and workflow solutions, today announced the public availability of an open source H.265 (HEVC) encoder. The new x265 project is aimed at the creation of the world's most efficient, highest quality H.265 codec. Conceived by Telestream, the x265 project was co-founded and is being managed by the company's development partner, [MulticoreWare Inc.](#) The H.265 initiative is being introduced under both an open source and commercial license model.

"Telestream and MulticoreWare have had great success in the acceleration and commercial deployment of x264 and believe that a similar approach with the collaborative development of the next generation of high-efficiency codecs will benefit the industry," said [Shawn Carnahan](#), CTO at Telestream. "The x264 project proved the effectiveness of developing a codec of this complexity. Leveraging the x264 technology in this new project will ensure that the new codec is as robust, efficient and high quality as its predecessor."

"Previous collaboration between Telestream and MulticoreWare led to successful work on the GPU acceleration of x264, a task deemed by many to be incredibly difficult, if not impossible," remarked Jason Garrett-Glaser, lead developer of the x264 project. "With these accomplishments in mind, I am excited to support Telestream in the founding of the x265 project, which follows in the x264 tradition of high performance, quality, and flexibility under an open source license and business model."

Interested individuals and companies are encouraged to contribute to the project and are invited to learn more at [x265.org](#). As an open source project, access is free under GNU GPL 2 licensing, and commercial licenses are available for companies wishing to use the resulting implementation in their products.

Telestream will demonstrate HEVC transcoding at the International Broadcasters Convention (IBC) in Amsterdam, September 13-17 in stand 7.C12. More information about the x265 project is available at [x265.org](#). More information about Telestream and its H.265 offerings is available at [www.telestream.net](#). More information on MulticoreWare, is available at [multicorewareinc.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](http://www.telestream.net).

**About MulticoreWare Inc. (MCW)**

MulticoreWare Inc. is a member of the OpenCL Consortium. MCW is the leading provider of programmer productivity tools, libraries and application development services for homogeneous and heterogeneous multi-core CPU and GPU architectures. MCW's services span multiple verticals such as broadcast video, imaging, scientific computing, industrial inspection, oil & gas, and defense & aerospace. For more information, visit <http://www.multicorewareinc.com>.

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