



**PRESS RELEASE**  
*For Immediate Release*

## **Telestream Releases New Products with Vantage 6**

*Post Producer automates content assembly and TrafficManager simplifies ad workflow management; new media analysis capabilities and more post-production formats are now available in Vantage*

**Nevada City, Calif., October 1, 2013** – [Telestream](#)<sup>®</sup>, the leading provider of video transcoding and workflow solutions, today announced availability of Vantage 6 which includes two new products based on the Vantage platform. Post Producer automates repetitive production processes which would otherwise tie up editors and NLE workstations. TrafficManager streamlines commercial ingest and media management, offering a next-generation product following its highly-successful FlipFactory predecessor. These new products, plus exciting new features and partner integrations, extend Vantage solutions for post-production, broadcast and cable environments.

[Post Producer](#)<sup>™</sup> addresses the issue of repetitive rendering of different versions of media for today's multi-language, multi-platform distribution. Based on user templates, Post Producer automatically 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.

[TrafficManager](#)<sup>™</sup> streamlines ad ingest and workflow management for broadcasters and cable/IPTV service providers. As more content is received as files instead of tapes, TrafficManager automates media ingest from digital delivery services and allows web-based submission from local and regional providers. TrafficManager further processes and delivers commercial media to ad-insertion or on-air servers, automatically processing content based upon playout schedule requirements. With hundreds of file formats to process in mixed SD and HD workflows, TrafficManager streamlines internal processes by automating loudness correction, format conversion, and decision-making based upon media attributes, offering a full end-to-end solution for commercials.

Telestream Vantage platform was recently recognized by the [Hollywood Post Alliance](#) (HPA) for engineering excellence in video processing. Vantage continues to extend this strength in the post-production market by providing direct ingest of DPX sequence files and RED RAW acquisition formats, uniquely preserving the artistic integrity of submitted material. These features plus 24 to 25 frames-per-second audio conversion are now available for Vantage Transcode products.

Telestream expands the success of its intelligent decision-making capabilities with the release of [Vantage Analysis Pro](#). Decisions can now be made based upon Dolby E metadata, MediaInfo, and new QC compliance checking – removing the complexity of mixed media environments. Vantage Analysis Pro can be added to any Vantage product and is available as an upgrade to Vantage Analysis.

New partner integrations extend file-based workflows to include more of the digital media ecosystem under Vantage control. Integration with Signiant allows integrated file delivery. Integration with VidChecker adds new file-based QC capabilities.

The [Vantage video processing](#) platform provides a broad range of transcoding and file-based workflow automation products which scale from a single-server to very large, multi-server systems. 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.

These new products and capabilities are available immediately with the release of Vantage 6; several orders have already been received. Products can be purchased through Telestream's worldwide sales distribution network, or for existing customers from the Telestream website. More information is available at [www.telestream.net](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](http://www.telestream.net).

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