



PRESS RELEASE
For Immediate Release

Telestream Releases New Closed Captioning Software Products

New configurations of award-winning MacCaption and CaptionMaker closed caption products now more affordable and easier to use

Nevada City, Calif., October 29, 2013 – [Telestream](#)[®], the leading provider of digital media tools and workflow solutions, today announced a major version 6.0 release for its MacCaption and CaptionMaker [closed captioning](#) software products. With this release Telestream has simplified the product offerings with new pricing options and configurations, bringing them within reach of more users. A more intuitive user interface makes the products easier to use, saving time and effort. This is the first release since Telestream acquired CPC and its award-winning closed captioning products in August.

“With this release, we are extending our captioning software products to a broader audience with a more complete set of features at very competitive prices,” said [Dan Castles](#), CEO at Telestream. “This release represents a major first step in integrating these world-class captioning products and technology into all of our offerings.”

MacCaption[™] and CaptionMaker[™] allow users to easily author, edit, encode, and repurpose video closed captions and subtitles for television, web, and mobile delivery. Utilizing exclusive e-Captioning[™] technology and next generation CEA-708 digital captioning technology, these software products simplify the process of complying with FCC and other regulatory requirements, enabling greater access to standard and high-definition broadcast content for television, online, and mobile viewers.

While more than 48 million Americans, or over 20% of the population, have hearing loss and rely on closed captions to comprehend TV shows ([Lin, Niparko, & Ferrucci, 2011](#)), closed captioning goes well beyond the deaf and hard of hearing. Closed captioning is used by a large number of non-native language viewers to help them better understand the programs they watch. Captions are also used in noisy environments such as airports, restaurants, and construction sites to supplement the audio.

Version 6.0 of MacCaption (for Mac) and CaptionMaker (for Windows) includes completely new, simplified [product configurations](#). The *Desktop* configuration provides award-winning closed captioning authoring technology at a much lower price point, making it ideal for anyone who wants an affordable captioning solution. The *Pro* configuration adds more format support, conversion of those formats, and TV broadcast export features, required by caption service providers, TV networks, and post-production facilities. The *Enterprise* configuration adds automation for high-volume workflows, making it particularly useful for major networks, content providers, asset management, and distribution services. All configurations now include an exclusive, built-in [Auto Time Stamp](#) feature which dramatically reduces the time it takes to synchronize captions to the video.

All MacCaption and CaptionMaker products are now available for purchase online or through Telestream direct sales channels. New software licensing eliminates the need for dongles, simplifying the purchase and upgrade installation process. Prices start at \$1,095 and products are now available for purchase at www.telestream.net/captioning/.

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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](#); [captioning](#); 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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