



**PRESS RELEASE**  
*For Immediate Release*

## **Telestream Expands Presence to Support Growth in Asia**

*Brian Pocock joins the sales team focusing on ASEAN, Australia, New Zealand and greater China markets; Telestream showcases Vantage file-based workflow automation products at InterBEE in Japan*

**Nevada City, Calif., November 12, 2013** – [Telestream](#)<sup>®</sup>, the leading provider of video transcoding and workflow solutions, today announced new investments and activities in Asia to support strong business growth in the region. [Brian Pocock](#) joined the company as Regional Sales Manager for ASEAN, Australia, New Zealand and greater China with responsibility for the company's enterprise product business. In response to strong interest in the region, Telestream will exhibit at the InterBEE Show in Japan this week, showcasing its flagship family of Vantage file-based transcoding and workflow automation products.

"I'm pleased to announce that Brian has joined our sales team in Asia," said [George Boath](#), VP of International Sales for enterprise products at Telestream. "He brings strong sales and industry experience to Telestream which will allow us to continue to grow our business and serve our customers' needs in the region."

Pocock brings years of international broadcast systems experience to Telestream. He ran news systems at South African Broadcasting Company (SABC) for many years. Later, he shifted his experience to the manufacturing side of the business, focusing on system sales in EMEA and Asia/Pacific for companies such as Avid, Quantel, and Grass Valley. Brian can be reached at [brianp@telestream.net](mailto:brianp@telestream.net).

"It is a pleasure for me to join a company that is not only so well respected in Asia, but also held in such high esteem throughout the industry for its cutting edge technology," said Pocock. "I look forward to working with the extended Asia sales team to continue to grow our business in the region."

Now in its 49th year, InterBEE is the primary professional video, audio, and communications exhibition in Japan. Following years of participation at this event with regional resellers, Telestream is exhibiting in its own booth this year, showcasing the file-based workflow automation capabilities of Vantage 6.0.

[Vantage](#) enables multiplatform workflows for broadcast, cable, IPTV and multiscreen OTT distribution, as well as for production and archiving environments. Telestream will demonstrate Vantage running on its GPU-accelerated Lightspeed Server. [Post Producer](#), a new product which automates content assembly, Analysis Pro, which expands Vantage intelligent decision-making capabilities, and Pipeline, a network-based multichannel video capture system will also be featured at InterBEE.

In addition to demonstrations at Telestream booth 8317, Fujitsu is demonstrating a MAM/ transcode/QC system with Photron which integrates Vantage, Signiant, Baton, and Photron's MAM product. Vantage and other Telestream products are also being demonstrated in the following Telestream resellers' booths:

- [ASK Corporation](#) in booth 8409
- [Photron](#) demonstrating Vantage-Avid integrations in booth 6316
- [ItoChu Cable Systems, Inc.](#) in booth 5406
- [NGC](#) in booth 6121
- [Kyoshin Communications](#) in booth 7101
- [Too](#) in booth 8124
- [Rock-On Pro](#) in booth 4518

More information about Telestream and its products 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](#); [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](http://www.telestream.net).

### **Press contact for Telestream**

Janet Swift  
+1 530-470-1328  
[janet\\_swift@telestream.net](mailto:janet_swift@telestream.net)

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