



PRESS RELEASE

For Immediate Release

Telestream to Showcase Advancements in Transcoding, Workflow Automation and Live Streaming at NAB2014

New products making their NAB debut include TrafficManager, Post Producer, Vantage Cloud and Switch

Nevada City, Calif., February 13, 2014 - [Telestream®](#) the leading provider of digital media tools and workflow solutions, announced that it will demonstrate four new products at the National Association of Broadcasters (NAB) Show in Las Vegas April 7-10. Three new enterprise-class products based on the Vantage® file-based video transcoding and workflow automation platform and a new desktop application, Switch, will be demonstrated in Telestream's NAB booth SL3905. Following Telestream's acquisition of closed captioning leader CPC last summer, its MacCaption™ and CaptionMaker® file-based software products and captioning experts will be part of Telestream's team this year. The complete family of Vantage transcoding and workflow products, including new HEVC/x265 encoding, 4K support and Lightspeed K20 GPU-acceleration will also be featured at the show.

New Products at NAB2014

Now available on the Vantage platform, [TrafficManager™](#) streamlines ingest and management of commercial and syndicated content for broadcast and cable companies. As more content is being received as files, TrafficManager automates the ingest of local, regional and national spots, processes and delivers the media to ad-insertion or on-air servers, automates loudness correction, format conversion, and decision-making based upon media attributes, offering a full end-to-end solution for commercials and syndicated content.

Also available on the Vantage platform, [Post Producer™](#) is a new content production and assembly product that addresses the issue of repetitive rendering of different versions of media. Based on user templates, Post Producer automatically assembles multi-layer composites from video and graphics – enabling the creation of uniquely-branded versions of the same package for different distribution services. Alternate versions can automatically be created by simply substituting the necessary elements.

Vantage® Cloud is a new product that will be released shortly after NAB. Vantage Cloud makes it easy to run all the capabilities of Vantage – including automated transcoding, media processing, analysis, and packaging – on cloud-based infrastructure, including at Amazon Web Services. By unifying with on-premise systems, Vantage Cloud allows users to quickly respond to new formats, regulatory requirements, and fluctuating workflow needs.

Switch™ is a new multiformat player that gives media professionals everything they need to play, inspect and correct their media in one application. Switch supports high-quality playback for MOV, MP4, MKV, MXF, GXF, MPS, MTS and more. The built-in inspector displays media properties including audio channels, aspect ratio, bitrate, and encoding formats. Users can switch to export mode to make changes or corrections to their media, including trim, scale, and crop; changing aspect ratio; rearranging audio tracks; editing speaker assignments; even changing codec and format. Switch will be available shortly after NAB.

More products and new capabilities to be featured at NAB

New [closed captioning product configurations](#) and pricing options now bring these best-in-class, file-based software solutions within reach of more users. MacCaption™ and CaptionMaker® allow users to easily author, edit, encode, and repurpose video closed captions and subtitles for television, web, and mobile delivery. A new software version with new capabilities will be demonstrated at the show.

Vantage® will feature HEVC/H.265 encoding using the new open source x265 codec, and 4K support at the show. The x265 high-efficiency video codec is now available in Vantage Transcode Multiscreen at no additional cost to users. Telestream will also feature its new Lightspeed K20 Server which utilizes cutting-edge GPU and CPU acceleration technologies from NVidia and Intel to further boost Vantage video processing and H.264 encoding speeds. The Vantage platform was recognized for its high-quality 16-bit 4:4:4:4 video processing and engineering excellence by the [Hollywood Post Alliance](#) (HPA) in 2013.

Vantage is being shown under FIMS control in FIMS/AMWA/EBU booth N1231 as part of the CBC (Canadian Broadcast Company) pilot project. Vantage is being used to create multiple versions of content for distribution to Akamai.

Telestream will showcase major [Wirecast 5 live streaming production software](#) capabilities. Recently released, these include a more efficient, redesigned user interface, stunning x264 live encoding and improved local screen capture. Wirecast is the only cross-platform, all-in-one live streaming production software that enables capture, live production and encoding of live streams for broadcast to multiple servers and platforms simultaneously.

Telestream will also demonstrate its Pipeline HD real-time network video capture and playout system for broadcast and post-production, Pipeline Replay multi-angle live video analysis system for sports and live events, and Episode multiformat media encoding applications for post-production and new media workflows.

NAB Broadcast Engineering Conference Speakers

John Pallett, Telestream director of product marketing, will present [HEVC – Comparing MPEG-2, H.264 and HEVC](#) on Sunday April 6 from 4:00-4:30 pm in room S225.

Telestream captioning expert, Giovanni Galvez will present [Quality Control for Verifying Closed Caption Data in a File-Based Workflow](#) on Monday, April 7 from 10:30-11:00 am in room S227.

For more information and to schedule a meeting

To schedule a meeting with Telestream at the show, visit: <http://www.telestream.net/company/meeting-request.htm>. For more information about Telestream and its products, visit <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.

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