



**PRESS RELEASE**  
*For Immediate Release*

## **Telestream Introduces Switch Multimedia Playback, Inspection, and Conversion Tool for Professionals**

*Public Beta program now available for Mac OS X*

**Nevada City, Calif. April 4, 2014** – [Telestream](#)<sup>®</sup>, the leading provider of digital media tools and workflow solutions, today announced a public beta program for [Switch](#). Switch™ is a new multiformat media player for Mac OS X that provides broadcast and post-production professionals everything they need to play, inspect, and correct their multiformat media in one, easy-to-use professional tool. Switch is built on the same technologies Telestream has developed for its professional transcoding tools, providing high quality, robust format support.

“Telestream is unique in our ability to bring a product like Switch to the market,” said Barbara DeHart, vice president of marketing at Telestream. “Our deep expertise in transcoding and our success in bringing applications like [Flip4Mac](#), [ScreenFlow](#), and [Wirecast](#) to the Mac have come together to help us create Switch. A great playback experience, combined with powerful media tools, makes Switch the ‘go-to’ application for media professionals.”

### **Play it**

Switch supports high-quality playback for all major formats including MOV, MP4, MXF, GXF, Program Streams, MPEG-2 Transport Streams and more. The player includes standard playback controls such as fast forward, rewind, slow motion, as well as single-frame forward and back, for all file types.

### **Check it**

The Switch inspector displays all the relevant information about a media file. Video track display includes codec, bitrate, frame size, frame rate, interlacing format as well as aspect ratio and aperture information. The audio track inspector displays audio tracks and channels, speaker labels, and encoding format information. Users can also load secondary audio or closed caption files, which can be included in an export.

### **Switch it**

By switching to export mode users can modify settings and export a new file. Switch allows users to specify a new file format; a new video or audio codec; trim, scale or crop the video; add metadata, and insert chapter markers. A complete set of audio tools is available as well, to rearrange audio tracks and edit speaker assignments.

Switch also provides a cohesive method for creating a complete iTunes package, streamlining the verification of content and exporting a package ready for delivery to the iTunes store.

The Switch Pro beta includes export support for Apple ProRes, with additional format support coming soon. Switch will be available in two versions shortly after NAB: a free Switch player, and Switch Pro priced at \$295. Switch will initially be released on the Mac, with support for Windows coming later in 2014.

Switch is the recipient of the [Broadcast Beat Award](#) for Product of the Year, Content Delivery, and will be demonstrated at Telestream booth SL3905 at the NAB Show April 7-10, 2014 in Las Vegas, Nevada.

Users can join Switch Pro public beta program by visiting the Switch website:  
<http://www.telestream.net/switch/>.

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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:**

Lynn Elliott  
lynn\_elliott@telestream.net  
+1 530-470-2042

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