



PRESS RELEASE

For Immediate Release

Telestream Features Vantage HEVC, 4K, and Cloud at BroadcastAsia2014

File-based video transcoding and workflow automation products offer advanced HEVC and 4K support, pristine quality and exceptional speeds - demonstrations in Techtel and Magna Systems booths

Nevada City, Calif., May 12, 2014 – [Telestream](#)[®], the leading provider of digital media tools and workflow solutions, today announced that its software-based Vantage video transcoding and workflow automation products will be featured in Techtel (S.E. Asia) Pte Ltd booth 5J3-03 and Magna Systems & Engineering booth 5B2-02 at BroadcastAsia2014 which takes place June 17-20 in Singapore. Telestream will demonstrate the latest file formats and technologies, including HEVC and 4K, transcoding and packaging for multiplatform distribution, and the ability to quickly respond to fluctuating needs in the cloud.

Telestream will also participate in the [BroadcastAsia International Conference](#). Paul Turner, Telestream VP of Enterprise Product Management, will present 'HEVC: The Next Evolution in Video Encoding Technology' on Tuesday, June 17 at 10:50 am as part of Track T1: Harnessing the Next Wave of Technologies for TV.

"We'll be showcasing the advanced technologies that come as standard features in the Vantage product line, demonstrating the highest video quality, the fastest video processing, and the broadest format support," said [Paul Turner](#), VP of enterprise product management at Telestream. "These exciting software solutions solve real-world problems for our customers in an economical and repeatable fashion."

Transcoding is at the core of the Vantage file-based video processing platform. Telestream will showcase its complete family of multiplatform [Vantage Transcode](#) products for broadcast, cable, VOD, IPTV, multiscreen and OTT distribution. These software products utilize the latest technologies to deliver pristine quality, exceptional processing speeds, plus the industry's most extensive workflow automation and system support. HEVC and 4K are hot topics this year, and Vantage support for both will be demonstrated.

[Vantage Cloud](#) is a new product that complements on-premise Vantage systems by allowing users to quickly and easily spin up and tear down transcode farms in the cloud, making it possible to dynamically respond to fluctuating workflow needs. Vantage Cloud offers all the capabilities of Vantage – including automated transcoding, media processing, automated decision-making, and third-party integrations – on cloud-based infrastructure. With global reach and pay-as-you-go pricing at Amazon Web Services, Vantage Cloud offers greater flexibility and choice in where and how users get their work done.

[Post Producer](#) is a new content production and assembly software product that automates repetitive production processes which would otherwise tie up editors and costly editing suites. Based on user-supplied templates, Post Producer automatically assembles a segment or spot, compositing video, graphics, titles, and captions or subtitles, and applies audio processing as required. In addition to providing significant cost savings, Post Producer accelerates the versioning process which allows more jobs to be completed and billed. Post Producer leverages the unique capabilities of Vantage to address multiple market segments, while providing workflow consistency, scalability and reliability. New features include support for popular NLE timelines, composition input from Sony Creative Media Services, and Canoe DAI (dynamic ad insertion) asset creation.

[Pipeline HD Dual](#) network video capture systems provide real-time ingest into Vantage file-based workflows. Pipeline allows users to ingest media from tape or live sources, encode and playout media in multiple standard and high-definition SDI formats, all in a single, two-channel box. Pipeline allows users to edit or transcode video during capture for quick turnaround processing.

For more information about Telestream and its products, visit www.telestream.net. To request a meeting at BroadcastAsia2014, visit <http://www.telestream.net/company/meeting-request.htm>.

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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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