



## **NEWS RELEASE**

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### **Telestream Demonstrates Advances in Enterprise-Class Video Transcoding & Workflow Automation at CABSAT**

*Vantage File-based Software Platform Engineers Fastest Video Processing & Broadcast Format Support; Streamlines News Ingest*

**Nevada City, California, January 27, 2015** –[Telestream](#)<sup>®</sup> (stand B2-32), a leading provider of digital media tools and workflow solutions, will use CABSAT 2015 to demonstrate its enterprise-class software products. Visitors will see the company's flagship Vantage product family, which offers GPU accelerated transcoding and intelligent workflow automation for broadcast, cable, post-production, IPTV, OTT, and multiscreen delivery.

Telestream's file-based media products enable users to transform video across the enterprise, allowing them to streamline operations, reach broader audiences and generate more revenue from their media. Telestream's [Vantage](#)<sup>®</sup> platform provides a broad range of transcoding and file-based workflow automation software, making content production, multiscreen delivery, and device interoperability a hands-off process. Vantage combines file format conversion, media capture, metadata processing, analysis, and content assembly into a unified system, which can be operated on premise or in the cloud.

A focus of Telestream's CABSAT showcase will be Vantage's capabilities as a news ingest solution when integrated with Avid Interplay – a system solution that has been adopted by numerous broadcasters throughout the Middle East region. Vantage products can be integrated into a variety of Avid workflows, to support operators utilizing simple standalone edit solutions up to complex Interplay/ISIS shared storage systems. With hundreds of news stories being received each day, Vantage automates the creation of multiple resolutions of media assets and associated metadata from content provided by local sources as well as agencies such as Reuters and Associated Press.

"The tight integration of Telestream's Vantage products with Avid systems enables significant gains in productivity for almost every type of Avid user, from small production houses to large broadcasters producing national news programs," said [George Boath](#), Vice President of International Sales at Telestream. "These dramatic productivity gains are made possible by making file-based import and export processes faster, more automated, and less reliant on operator action."

Focusing on the growing needs of content owners seeking to develop multi-platform distribution architectures, Vantage continues to include support for more file formats across the Vantage Transcode product family. Full 4K support and HEVC encoding are now available in Vantage Transcode Multiscreen and Vantage Transcode IPTV VOD. Further, XAVC decoding and ProRes 4444 encoding are now available in Vantage Transcode Pro.

Built on the Vantage platform, [Post Producer](#)™ 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 be created automatically simply by substituting the necessary elements. In addition to providing significant cost savings, Post Producer accelerates the versioning process which allows more jobs to be completed and billed. Automated content production is now even easier with the recent ability for editors to design production templates in Avid, Adobe and Final Cut Pro editing systems.

Launched by Telestream last autumn, [Vantage Cloud Subscriptions](#) complements on-premise Vantage systems by allowing users to quickly and easily construct 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, and automated decision-making – 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.

At CABSAT 2015, Telestream will showcase 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. "With Vantage, we continue to enhance our automation capabilities to eliminate pain points in our customers' workflows," said George Boath. "From templated output created via popular NLEs to automatically assembling content bundles, Vantage reduces the need for manual intervention, allowing customers to become more efficient and profitable."

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*Trademarked company and product names are the property of their respective companies.*

## **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](#); [playback and inspection](#), 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).

**Editors note:**

If any journalists would like to schedule a meeting with Telestream at CABSAT, please contact Bob Charlton who will arrange for you to meet the relevant company executives.

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