



NEWS RELEASE

For Immediate Release

Telestream Expands Presence in France, Announces Reseller Agreement with Videlio Cap'ciné

Specialist reseller targets French post production market growth for Telestream

Nevada City, California, April 8, 2015 – [Telestream®](#), the leading global provider of video transcoding and workflow automation solutions, today announced expansion of its sales and marketing resources in France with the appointment of a second specialist reseller – Videlio Cap'ciné. Indicating its investment in the French market, this reseller agreement comes hot on the heels of the appointment of [Jean-Christophe Albou](#) as Telestream's Paris-based Regional Sales Manager, Enterprise Products, managing sales in the Southern Europe and North African region.

Videlio Cap'ciné brings a wealth of French industry knowledge and experience to Telestream. In particular, Videlio Cap'ciné provides a focus on the post production market where its client list includes a broad range of cinema, television and advertising clients. The company's added value comes from its position as the leading French "Elite Reseller" of Avid editing systems. The close integration of Telestream Vantage with Avid edit systems is valuable to both large and small post production companies.

"France is a key European territory for us and we have invested in it for significant sales growth," said [George Boath](#), Vice President of International Sales at Telestream. "To achieve this we needed to bring in more expert staff and partners. By adding Videlio Cap'ciné and Jean-Christophe Albou to our existing reseller partners, we have a really strong team that can address the needs of all customers in France."

Videlio Cap'ciné was first appointed a Telestream channel partner at the turn of the year and in the short period since it has achieved several sales successes in the post market, especially with Avid system users. "In France we see significant potential for organic growth in the post market with our thriving film and TV industries," commented David Fontaine, General Manager of Videlio Cap'ciné. "For us it is all about having the right partnerships in place and investing in the market wisely. We're delighted to partner Telestream and we look forward to a highly successful period together."

For more information about Telestream, visit 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](#); [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.

About Videlio Cap'ciné

In France, VIDELIO - Cap'ciné is a market leader in the lease and sale of virtual editing systems, special effects and audio editing equipment. VIDELIO - Cap'ciné also provides a wide array of video and audio broadcasting equipment. Its digital systems are used in post-production departments in cinema, television, communications, advertising and also by companies.

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