



Press Release
For Immediate Release

Premiere Digital Builds Future-Proof Transcoding Workflow on Telestream Vantage

Company sees 20 percent throughput improvement with multi-node Vantage media-processing software running on Lightspeed Servers

Nevada City, Calif., August 4th, 2015 –[Telestream®](#), the leading provider of video transcoding and workflow automation solutions, today announced that [Premiere Digital](#), one of the largest encoding and distribution service companies in the world, has purchased multiple [Telestream Vantage](#) media-processing systems running on GPU-accelerated [Lightspeed Servers](#) to replace its legacy encoding and transcoding systems and create a future-proof workflow.

Premiere Digital provides multi-platform, multi-media digital content processing, storage and distribution for studios and independent content owners. "Typically, we receive masters from our customers, encode the files into our house format, store them into our digital asset management system, and on request from the content owners, we transcode the media and package the metadata to whatever the final delivery requirements are for the distribution channel," explains Erik Anderson, Founder of Premiere Digital.

Premiere Digital had previously relied on siloed transcoding and manual workflow coordination efforts to handle these tasks. The Premiere Digital team was looking to replace their legacy systems with a more automated platform that was less reliant on manual steps to streamline operations, increase throughput, and reduce human errors. A key requirement was that the platform could be easily integrated with the rest of its IT infrastructure.

"After a thorough evaluation, we chose Vantage as our platform for the future, because it supports intelligent workflows, automates more processes, and provides higher quality throughput that is accelerated by the Lightspeed Servers. Already, we estimate that we have increased throughput and capacity by over 20 percent, while reducing rack space and related IT expenses," said Geoff Bloder, VP of Technology at Premiere Digital

Using the Vantage SDK (Software Development Kit), Premiere has also been able to easily integrate Vantage into its media processing pipeline. "The intuitive Vantage workflow designer has enabled us to construct complex workflows within Vantage, and its ability to integrate easily with our third-party applications has really turned Vantage into a core component for our operations," said Geoff Bloder, Premiere Digital.

Telestream's [Vantage® media processing platform](#) is the foundation for a broad range of enterprise-class software products that allow content owners, producers, and distributors to quickly, easily and efficiently ingest, edit, transform, package, monetize and distribute their media. The Vantage platform is based on a flexible service-oriented architecture that is made up of discrete services and connectors that combine to

create powerful automated workflows – all under unified system control. Vantage services provide transcoding, media capture, metadata processing, media analysis, and content assembly. Vantage connectors enable seamless, API-level integration with third-party systems.

For more information about Telestream, visit www.telestream.net.

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About Premiere Digital

Premiere Digital is a global leader in cloud-based digital asset management, storage and fulfillment. Headquartered in Los Angeles, with offices in Bangalore, Premiere Digital offers multi-media, multi-platform content processing, delivery, and storage for studios, independent content owners of all sizes and individual filmmakers. Our innovative software solutions and tools empower content owners in all aspects of media distribution from asset collection to storefront management. Additionally, we provide content owners and filmmakers with access to global distribution through aggregation deals with the most important digital, cable, and satellite VOD platforms. For more information, visit premieredigital.net

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.

For more information, please contact:

Telestream

North America

Veronique Froment or Doug Hansel
veronique@highrezpr.com
Doug@highrezpr.com
+1 603-537-9248

EMEA & APAC

Bob Charlton
bob@scribe-pr.com
+44 20 7084 6335

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