



TELESTREAM

NAB Booth SL5405

NEWS RELEASE
For immediate release

Telestream Streamlines Cable Ad Operations

FlipFactory AdManager for Cable automates the way cable companies move and manage commercials and other media received from digital delivery services and other sources

Nevada City, Calif., April 11, 2008 – Telestream® today announced expansion of its flagship FlipFactory® workflow automation family to include a new product for the cable market. With the increase in national and regional commercials, VOD content, infomercials and other media being delivered to cable operations centers as digital files, the need to automate the process continues to grow. FlipFactory AdManager for Cable streamlines the way cable companies move and manage commercials and other media being received from digital delivery services such as Vyvx, Mijo and DG FastChannel, internal edit suites, and other corporate and regional sources. Digital workflow automation eliminates the need for manual intervention, saving time, labor, and reducing the risk of errors for cable companies.

"Introduction of AdManager for Cable builds on our strategy of helping customers move and manage their media faster and more efficiently," announced Dan Castles, CEO of Telestream. "Already known for high-quality transcoding automation within cable ad operations, FlipFactory extends the workflow with AdManager by addressing the complexities of receiving increasing volumes of digital content and getting media files quickly and efficiently delivered to their destinations."

FlipFactory AdManager for Cable automates the entire process of media receipt, notification, tracking, previewing, reformatting and redistribution within the facility. Picking up where digital delivery services leave off, AdManager automatically monitors edge servers for the arrival of new content. The traffic department can access and review metadata and ad content. Content is reformatted and delivered to destination systems, including C-COR HQ and SeaChange MVL or other servers and archives for later retrieval.

"We are always looking for ways to help our customers streamline their advertising operations," said Anna-Marie Blinn, Senior Product Manager for Advanced Advertising at OpenTV. "Telestream's FlipFactory AdManager for Cable has great potential to offer significant operational efficiencies as cable ad workflows adapt to handle higher volumes, more digital delivery channels, and new revenue generation opportunities. We are excited to be working with them."

Powerful transcoding automates direct file transfer from edge servers and between the HQ or the MVL and edit suites at whatever format, bit rate and resolution, from SD to HD, is required for the facility's operations. This eliminates the manual processes of encoding to the correct digital format or dubbing to tape, renaming the traffic or ad ID, and delivering the content. By removing the need for multiple manual steps, digital workflow automation reduces the risk of dropped spots or other errors and preserves the quality of the media throughout the entire process.

AdManager provides a single collection point for the aggregation, tracking and review of all types of incoming media. Content received on tape can automatically be ingested into AdManager using Telestream's Pipeline network video capture device. Media can be received from legacy ClipMail delivery devices, FTP and other systems located at post-production houses and ad agencies. Plus, internally-generated media can be imported into AdManager from the facility's edit suites. Users get the same hands-free process for media receipt from all these sources.

FlipFactory AdManager for Cable is being introduced at the NAB convention in Las Vegas April 14-17 in Telestream Booth SL5405, at the NCTA Cable Show in New Orleans May 18-20 in OpenTV Booth 629, and at the SCTE Cable-Tec Expo in Philadelphia June 25-27 in Telestream booth 300. AdManager will be available this June from Telestream's worldwide network of direct sales and resale channels. More information is available at www.telestream.net.

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About Telestream (www.telestream.net)

Telestream products make it possible to get video content to any audience regardless of how it is created, distributed or viewed. Throughout the entire digital media lifecycle, from capture to viewing, for consumers through high-end professionals, Telestream products range from components to fully-automated workflow systems. Telestream enables users in a broad range of business environments to leverage the value of their video content. Telestream and its team of video experts are located in Nevada City, California, USA and in Stockholm, Sweden. The company is privately held.

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