



TELESTREAM

NEWS RELEASE
For immediate release

Telestream Announces Availability of AdManager for Cable

Product streamlines the way cable companies move and manage commercials and other media received from digital delivery services and other sources

Nevada City, Calif., August 20, 2008 – Telestream® today announced availability of a new workflow automation product which targets the cable industry. With the increase in national and regional commercials, VOD content, infomercials and other media being delivered as digital files to cable ad operations centers, the need to automate the process continues to grow. 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.

“Over the years, Telestream’s FlipFactory has proven to be a valuable tool in the transcoding and distribution of high-quality media files at our Media Center,” said Clint Blackburn, Digital Encoding Manager/Local OnDemand at Charter Media Operations Center. “By extending those capabilities with AdManager for Cable, we’ll be able to streamline and standardize our entire ad process. AdManager will provide faster throughput and relieve daily congestion.”

Telestream’s 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. Powered by Telestream’s FlipFactory transcoding engine, content is reformatted and delivered to destination systems, including Arris HQ and SeaChange MVL or other servers and archives for later retrieval.

“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, we’re extending 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.”

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.

AdManager for Cable is now available 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 and encoding applications 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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