



TELESTREAM

IBC Stand 7.C19

NEWS RELEASE

For immediate release

Telestream Takes Episode Desktop Encoding Cross-Platform

Episode software now for PC and Mac enables fast, high-quality, easy-to-use content repurposing to virtually any format

Nevada City, Calif., September 10, 2008 – Telestream today announced that its highly recognized Episode[®] Series desktop media encoding products have expanded to offer cross-platform compatibility. With new support for both Windows and Mac OS X operating systems, Telestream's Episode and Episode Pro applications encode media to virtually every video and audio file format, offering ultimate encoding flexibility in a single software package. Users and organizations no longer need to learn and support multiple encoding tools for multiple projects. Episode provides a complete encoding toolset for novices and experts alike. Known for its speed, quality and ease of use, Episode simplifies content repurposing for distribution to the growing number of digital media channels such as Web, DVD, IPTV, mobile phones and portable devices.

"We've heard loud and clear from the market that Windows users want the powerful capabilities that Episode for the Mac provides," said Barbara DeHart, VP of Marketing at Telestream. "With availability on both platforms and support for all major formats, including Flash 8 as a standard feature – all in a single tool, Episode is well positioned to streamline any encoding workflow need."

In addition to cross-platform compatibility, Telestream announced the addition of watch folders for Episode desktop products. This feature enables users to simply drop finished projects into folders for automatic encoding, which saves both time and effort. These are the latest major additions in Telestream's continually expanding Episode encoding workflow solutions.

The complete Episode product family provides scalability from standalone desktop media encoding applications for individual users to very powerful, server-based encoding applications for larger organizations with higher volume needs. With ongoing support for both current and emerging video and audio file formats, Episode products provide a flexible, future-proof solution for virtually any SD or HD compression need. Episode desktop products have been praised for their extensive fine-tuning compression capabilities, batch encoding and many presets which enable users to quickly create extremely high-quality output files.

Episode desktop encoders are available in two versions. Episode (\$495) imports virtually any file format, including broadcast and professional formats and encodes media to all major Web, DVD authoring, mobile and portable device formats, including Flash 8/9, Windows Media, QuickTime, H.264, VC-1, 3GPP, MPEG-1/2/4 and more. Episode Pro (\$995) includes all of the same features and formats plus encoding to high-end broadcast and professional formats such as GXF, MXF, High Profile DVCPRO HD, mobile multi-bit rate and more.

The entire Episode family, including new desktop encoding software running on Mac and Windows platforms, is being featured in Telestream's stand 7.C19 at the International Broadcasters Convention (IBC) which opens this week in Amsterdam. Cross-platform Episode desktop products are slated for availability in the fourth quarter of 2008. Episode desktop encoding products are available at www.flip4mac.com and from Telestream's worldwide network of resellers. For more information about Telestream, visit www.telestream.net.

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About Telestream (www.telestream.net & www.flip4mac.com)

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 corporate headquarters are located in Nevada City, California and its team of video experts are located in France, Germany, Sweden, UK and US. The company is privately held.

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