



**TELESTREAM**

**IBC Stand 7.411**  
**NEWS RELEASE**  
*For immediate release*

## **Telestream Episode Adds Avid and Leading Broadcast Server Support to Apple Digital Media Workflows**

*Encoding workflow specialist removes bottlenecks, enabling direct access to a greater number of production, broadcast and editorial environments for Mac users*

**Amsterdam, Netherlands (IBC Show) September 7, 2007** – Telestream, the leader in encoding-based media workflow solutions, today announced expansion of its Episode™ Series media encoding applications for the Mac to simplify a greater number of specific digital media workflows for Apple professionals. Episode Engine, the ultra-fast server encoding solution now provides faster than real-time HD encoding directly to leading broadcast servers. Avid integration now automates file transfer between Avid editorial environments and Episode, enabling optimized encoding for multiple new media distribution outlets. A new Image Sequence Importer now imports large film sequence files into Episode for encoding to virtually any format for editing, review and approval, or distribution.

“Telestream set the standard for automated digital media workflows in Microsoft Windows environments by creating world-class solutions for world-class customers” said Barbara DeHart, VP of Flip4Mac Products at Telestream. “This release of Episode extends that expertise to a greater number of Mac users in digital production, broadcast and editorial environments. We are continuing to remove cumbersome manual processes to enable faster media distribution to today’s growing number of viewing platforms.”

Since Telestream’s introduction of Episode Series one year ago, the desktop and server-based applications have been recognized by industry experts for extensive format support, speed, quality and ease of use. Episode Series offers scalability from a single desktop to a fully-automated, multi-node server cluster with distributed encoding for high-volume and time-critical workflows. Episode Engine now extends these powerful workflows outside the production department to enable direct file exchange with leading broadcast servers. Initial server support includes Harris Nexio, Omneon Spectrum and Grass Valley K2 servers.

New, Avid integration provides automated monitoring and file transfer between Avid workstations, Avid Unity or Avid Isis shared network storage systems and Episode applications. The integration enables Avid users to send jobs directly into an Episode workflow from within the Avid interface. This new capability makes it easy for Avid users to quickly encode high-quality media for distribution to any platform, including web, mobile, podcast, broadcast and more.

Episode now imports DPX, tif and targa image sequences directly into Episode for encoding to a wide range of formats, including Apple’s ProRes format for editing, review-and-approval or distribution. The import feature automatically monitors, submits and wraps thousands of huge media files. Users simply drop files into the Episode watch folder for automated wrapping, processing and file transfer.

Telestream is quickly extending Episode's reach to a greater number of Mac-based workflows. In April Telestream announced integration with Apple's Compressor 3 for Final Cut Studio 2 users. Support for broadcast server, Avid editing, and Image Sequence workflows is the next step in what Telestream expects to be a continuous stream of workflow automation support for Mac users.

Additional new Episode features include improved H.264 support as well as automated monitoring and file transfer from FTP folders. An optimized settings template enables video and audio encoding for Apple's iPhone. Plus, support has been added for MPEG-2 transport streams and Alpha channels.

Support for broadcast servers, Avid integration, and other new features are being demonstrated at this week's IBC Show in Telestream stand 7.411 and are slated for availability shortly thereafter. Episode desktop applications, priced from \$395, are available for online purchase at [www.flip4mac.com](http://www.flip4mac.com) and from European online Apple Store sites which are accessible at <http://www.apple.com/ukstore>. Episode Engine applications, priced from \$3,450 are sold through Telestream's direct sales and worldwide resellers or Apple Europe. More information is available at [www.telestream.net](http://www.telestream.net) and [www.flip4mac.com](http://www.flip4mac.com).

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**About Telestream** ([www.telestream.net](http://www.telestream.net) & [www.flip4mac.com](http://www.flip4mac.com))

Telestream products have set the standard with the world's leading media and entertainment companies, corporations, and government institutions for encoding-based workflow automation solutions. Telestream helps customers transform their media for distribution to web, mobile, DVD, cable VOD, podcast and broadcast platforms. From plug-in components and tape ingest to desktop applications and scalable enterprise-class systems, Telestream's high-speed solutions save users time, effort and money while increasing revenues. The company's solutions streamline media workflows for content owners, creators, and distributors in any industry segment. 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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