



TELESTREAM

NEWS RELEASE
For immediate release

Telestream Unveils Episode Podcast

Software adds format support for Apple's Leopard Server Podcast Producer, providing student access to educational and training content on any platform or personal device

Nevada City, Calif., October 29, 2007 – Telestream today introduced Episode Podcast, a product developed specifically for seamless integration with one of Apple's new Mac OS X Leopard Server features, Podcast Producer. Telestream's Episode Podcast addresses a growing need for educators to provide students with anytime, anywhere access to content on mobile and personal devices. Episode Podcast extends format support for Podcast Producer to virtually any video or audio file format or platform.

"The convergence of broadband with portable media devices now makes it possible for educators to provide a virtual classroom experience for timely distribution of educational content," said Dan Castles, President/CEO at Telestream. "While Podcast Producer makes podcast tools more accessible to content producers, Telestream makes the content accessible to a broader audience."

Podcast Producer, a feature of Leopard Server, is the easiest way for anyone to record content, automatically upload it to the server and convert it into a podcast optimized for playback on almost any device, from High Definition video to iPod, Apple TV or multimedia-enabled cell phones.

"Leopard Server is easier than ever before with great new features such as Podcast Producer, an effortless way to automatically publish podcasts to iTunes or the web," said Ron Okamoto, Apple's vice president of Worldwide Developer Relations. "We're pleased that Telestream has developed a great solution for Podcast Producer, making great podcast content even easier for educators to produce and students to appreciate."

Telestream's Episode Podcast is a server-based application that provides easy integration with Podcast Producer. It enables educators to reach out to a broader audience, including PC and Mac users, as well as video and audio access on MP3 players, a broad range of multi-media enabled mobile phones, Sony PSP and other personal media devices.

Episode Podcast allows Podcast Producer to accept any leading input format and repurpose media to all the popular distribution formats, including Windows Media, Flash 8, MP3, 3GPP, VC-1, H.264 and much more. This means that a teacher authoring content in Windows Media can submit content to Podcast Producer without modifying the workflow, thus ensuring consistency throughout the podcast production process. Plus, multiformat content from legacy systems and archives can easily be imported into the podcast production workflow.

Excellent quality and ease of use are the trademarks of Telestream's Episode encoding products. Episode accepts a diverse range of source media and processes it for consistent, high-quality output. Numerous filters enable users to fine-tune media to achieve the highest quality output results. Plus, Episode Podcast provides hundreds of predefined encoding templates designed by experts, ready for easy plug in to Podcast Producer workflows.

Episode Podcast provides scalability from a single server to a fully-automated, multi-node server cluster running on the same Apple Xgrid hardware as Podcast Producer – allowing distributed processing across multiple servers for large-scale, time-critical podcast productions.

Priced from \$2450 USD, Episode Podcast is available for immediate purchase from Telestream's worldwide sales channels. In Europe, Episode Podcast is available from Apple direct sales and resellers as well as Online Apple Stores for each country, such as <http://www.apple.com/ukstore>. More information is available at www.episodepodcast.com.

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About Telestream (www.telestream.net & 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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