



TELESTREAM

NEWS RELEASE
For immediate release

Telestream Announces FlipFactory Summer Specials

Industry-leading transcoding workflow automation solution now available for \$4,995

Nevada City, Calif., July 16, 2007 – Telestream, the media encoding workflow specialists, today announced new bundling and pricing specials for its flagship FlipFactory® transcoding workflow automation product line. Telestream's FlipFactory summer specials include FlipFactory New Media, a new bundling priced at \$4,995. FlipFactory New Media targets the rapidly growing new media market and its requirement for high-volume publishing and distribution of video and audio in multiple formats for today's diverse viewing audiences on the web, podcast, DVDs and mobile devices.

"Since its inception seven years ago, FlipFactory has grown into a valuable multi-stage workflow automation solution. With the proliferation of video on the web and mobile devices, we're seeing high demand for basic, scalable transcoding solutions that include the formats new media users need," said David Heppe, president of Telestream. "Having experienced tremendous success with our Mac-based Episode Engine solutions in this lower price range, we're excited to offer FlipFactory at these special summer prices. This will enable any content owner or service provider to own the industry's leading transcoding solution, including the smaller video-sharing web hoster and broadcasters requiring dozens of servers."

Scalable, enterprise-class FlipFactory products are comprised of Windows server -based software applications that automate high-volume workflows for video professionals. FlipFactory is now used by thousands of users and supports over 120 digital media formats and devices. It simplifies media publishing by automating the entire workflow process: ingest of multiformat source media, transcoding to a broad range of formats and resolutions, delivery to destination systems and user notifications.

FlipFactory New Media supports all the major new media formats including QuickTime, Windows Media, Real, H.264, 3GPP, AMR, AAC, MPEG-2, MPEG-4 and more. Monitoring and decode for a choice of two broadcast servers is included. Additional features include keyframe extraction, time code burn in, auto-publishing of metadata with media for podcast and Telestream's exclusive MotionResolve™ technology for ultimate picture quality.

FlipFactory ProHD, another new summer bundle priced at \$17,425, offers SD & HD support for multiformat, multi-vendor video environments. FlipFactory has grown to be the industry standard for universal transcoding between professional systems, providing proven, out-of-the box integration between all the leading media servers, nonlinear editing systems, storage area networks and more for thousands of media professionals. FlipFactory ProHD automatically converts and transfers SD & HD media and metadata files between professional systems. This new offering includes encode and delivery support for a choice of two broadcast servers, MotionResolve™ for pristine HD picture quality, and closed caption extraction and processing.

More information about FlipFactory summer specials is available at www.telestream.net. FlipFactory is available from Telestream's worldwide network of direct and resale partners. The summer special pricing is valid through August 31, 2007.

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About Telestream (www.telestream.net)

Telestream products have set the standard with the world's leading media and entertainment companies, corporations, and government institutions for the encoding and delivery of digital media. From plug-in components to desktop craft encoding applications to scalable enterprise-class transcoding systems, Telestream's workflow solutions save users time, effort and money while increasing revenues. The company's Workgroup & Enterprise solutions and Flip4Mac digital media tools for the Mac 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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