



TELESTREAM

NEWS RELEASE
For immediate release

Telestream FlipFactory Drives Down Price of HD Encoding

Faster-than-real-time HD-to-HD encoding on a single server plus many more new features now available in FlipFactory 6.1

Nevada City, Calif., July 1, 2008 – Telestream today announced availability of version 6.1 software release for its flagship FlipFactory[®] transcoding workflow automation product line. Significant codec optimization in FlipFactory now makes it possible for users to achieve high definition (HD) encoding speeds that were previously only attainable using multiple servers. FlipFactory 6.1 delivers HD-to-HD transcoding speeds up to 15 percent faster than real-time on a single server for edit-to-broadcast workflows, including popular DNxHD and DVCPRO HD formats. The ability to achieve these speeds on a single server means substantially lower costs for users.

In addition to lightning fast speeds and rock-solid reliability, FlipFactory 6.1 adds comprehensive support for all broadcast HD workflows, including VANC metadata associated with HD files. An extensive set of new features and enhancements are now available in version 6.1, keeping it at the forefront of industry needs.

“We appreciate that Telestream continues to lead the way in providing essential file exchange between the many professional video formats and devices in the marketplace today with FlipFactory 6.1,” said Kevin Froning, Executive Director of Engineering at GDMX. “Telestream has stepped up to the plate to resolve these issues in an elegant and sophisticated way.”

FlipFactory’s FactoryArray option extends the power of FlipFactory from a single server to an array of servers working together to process jobs in the most efficient and secure manner possible. Version 6.1 adds intelligent job routing and queuing to FactoryArray. This feature provides greater control by allowing users to configure and dedicate servers to specialized tasks and specify high-priority processing. Distributed control across servers ensures no single point of failure will ever bring the system down for ultimate system reliability.

FlipScan, a FlipFactory option that automatically scans and analyzes uploaded source video, audio and metadata, including user-generated content is now available. FlipScan validates and processes uploaded content according to workflow rules defined by users to meet nearly any workflow requirement, including formats, screen size, bit rate, aspect ratio and more.

Version 6.1 adds the ability to transcode media files while they are being ingested into FlipFactory from Telestream’s Pipeline network video capture device. Transcoding begins immediately during media capture which speeds workflow throughput. Pipeline also preserves important metadata throughout the transcoding process.

Keeping up with the latest technology, FlipFactory 6.1 adds support for Microsoft’s SQL Server 2005 database application as well as the new Flash 9 format. A new IPTV encoder provides full encode support for IPTV and VOD files for distribution plus use with a wide variety of set-top boxes.

Automated file monitoring, delivery and notification support for a greater number of broadcast and professional systems have been added in version 6.1. All FlipFactory products now include integration with Akamai's Media Delivery and Stream OS[®] solutions. This includes direct monitoring of Akamai servers plus creation and delivery of Akamai-formatted media and metadata to Akamai's Stream OS archive.

FlipFactory TrafficManager adds monitoring of On The Spot Media's EZSpot delivery software in version 6.1. Support for this new catch server enables broadcasters to automatically monitor and ingest content directly into FlipFactory from On The Spot Media servers.

FlipFactory NewsManager adds support for monitoring and transcoding of content delivered by two major US news services. A new monitor for CBS NewsPath Now VOD server, powered by Generation Technologies, is now available for CBS affiliates and subscribers. A new monitor for FOX iPump service is now available for FOX affiliates.

From edge servers to playout servers, FlipFactory automates ingest, transcoding and exchange of all SD and HD media, including news, syndication content, commercials and metadata – faster than any other product on the market.

These and many more new features and enhancements are now available as a free upgrade to existing users with valid maintenance agreements. FlipFactory 6.1 is available for purchase through Telestream's worldwide direct sales and distribution 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 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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