



**TELESTREAM**

**NEWS RELEASE**  
***For immediate release***

**Telestream First to Offer Broad Flash Support as Standard on all Products**

Flash 7, 8 and 9 now included in all Telestream FlipFactory and Episode products

**Nevada City, Calif., August 12, 2008** – Telestream today announced comprehensive encode and decode support for Flash 7, 8 and 9 video formats as a standard feature in its flagship FlipFactory® transcoding workflow automation applications and powerful Episode® batch encoding applications. Telestream is one of the first companies in the industry to include On2 VP6® Flash decoding and encoding as a standard feature in its products.

"We are pleased to be partnering with Telestream to put our superior-quality VP6 technology in the hands of all new Telestream Episode and FlipFactory customers," said Eero Kaikkonen, Chief Marketing Officer of On2 Technologies. "Delivering very high quality over lower data rates, On2 VP6 based Flash Video is much less compute intensive to encode and playback than H.264, and is not subject to burdensome content royalties, enabling Telestream's customers to cost effectively serve more compelling video."

"Telestream has lead the industry by providing media professionals with the broadest format support available and enabling them to automate their workflows in more ways," announced Barbara DeHart, VP of Marketing at Telestream. "We extend that support by adding On2's VP6 codec for Flash as a standard feature in our transcoding products. Industry experts have recognized the quality of our Flash 8 encoding, and Telestream is pleased to be able to offer that quality at an even greater value to our customers."

In the *2008 Encoder Shootout* published in the Feb 2008 issue of *Streaming Media* magazine, author Jan Ozer reported, "In terms of encoding quality, [Telestream's Episode] Flash 8 results were the best, with files that were visually identical to On2's Flix Pro, the gold standard."

Belgium's *IT.Enquirer* reviewer Erik Vlietinck states that "the quality of your Flash videos will dramatically improve" with Telestream's Flash 8 encoding.

Telestream Episode desktop products with Flash now start at \$495. The company's Episode and FlipFactory server-based transcoding products with Flash now start at \$2,950. Episode desktop products are available at [www.flip4mac.com](http://www.flip4mac.com). FlipFactory and Episode server products are available from Telestream's worldwide network of direct sales and resale channels. More information is available at [www.telestream.net](http://www.telestream.net).

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**About Telestream ([www.telestream.net](http://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 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 and its team of video experts are located in Nevada City, California, USA and in Stockholm, Sweden. The company is privately held.

**About On2 Technologies** ([www.on2.com](http://www.on2.com))

On2 creates advanced video compression technologies for desktop and wireless. Powering the video in many of today's leading web and mobile applications and devices, On2's customers include: Nokia, Infineon, Mediatek, Sony, Facebook, Brightcove, Move Networks, Adobe and Skype. On2 Technologies is headquartered in Tarrytown, NY USA.

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