



TELESTREAM

NEWS RELEASE
For immediate release

Telestream FlipFactory v6.0 Now Available

Major software release adds support for tape ingest, HD commercial and syndication workflows, 2-pass Flash 8 encoding, plus Screen Subtitles

Nevada City, California, July 31, 2007 – Telestream, the leading provider of encoding-based media workflow solutions, today announced availability of a major version 6.0 software release for its flagship FlipFactory® transcoding workflow automation product line. Versatile, enterprise-class FlipFactory v6.0 software includes simultaneous transcoding while ingesting from tape with the company's new Pipeline™ network encoder, support for HD commercial and syndication workflows, a new Screen Subtitle option for open subtitling, auto-publishing of metadata with media to more video sharing websites, integrated 2-pass Flash 8 encoding, plus support for even more formats. FlipFactory continues to respond to the rapidly changing marketplace as more content owners deliver higher volumes of media in a greater number of formats to both traditional and new media distribution platforms.

"FlipFactory's broad adoption throughout the media and entertainment industry is fueled by the need for massively scalable automated workflows, including delivery of HD content to air, repurposing media for VOD, web and mobile markets and expanding digital asset management requirements," said David Heppe, President of Telestream. "FlipFactory's success is a testament to our ability to quickly respond to these dynamic market needs with new product features that enable our customers to cost-effectively grow their businesses and generate new revenues."

Telestream's new Pipeline network encoder for FlipFactory provides a faster, more reliable alternative to PC capture card solutions for ingesting tape-based media into any FlipFactory product. Pipeline provides real-time SDI encoding to DV, IMX and MPEG-2, as well as playout to SDI. Simultaneous transcoding while ingesting from tape greatly improves workflow throughput for real-time proxy generation and ingest for archival applications. Batch ingest from an EDL file allows users to encode multiple clips from a single tape. Pipeline can also be used to schedule automated ingest of live feeds occurring at a later time.

Responding to recently-announced delivery of HD content to broadcasters by digital delivery service providers, FlipFactory v6.0 provides automated ingest of HD media from Pathfire, DG FastChannel, and Vyvx systems. A new HD option for FlipFactory TrafficManager automates the entire process of monitoring catch servers for the arrival of HD and SD commercial content, pulling the media into the station for QA, proxy generation, transcoding, processing and delivery to on-air servers or archives, and notifying the automation system. In addition, v6.0 automates ingest of Pathfire-delivered HD syndication content for broadcasters.

The new Screen Subtitle software option allows users to generate high-quality subtitles from a wide range of professional subtitle formats. When combined with FlipFactory workflow automation, this option enables efficient generation of burnt-in subtitles in the required output file formats for multiple distribution outlets, while leaving a clean archival source file.

FlipFactory MetaFlip™ adds Google to the list of video-sharing websites that it supports. Telestream's exclusive MetaFlip technology automatically transforms and delivers metadata along with media files to content distribution service providers, enabling content to be immediately searchable when it is uploaded. MetaFlip also supports iTunes, RSS requirements and Cable-Labs VOD workflows.

Now supporting more than 120 video and audio formats and devices, FlipFactory v6.0 adds an integrated Flash 8 encoding option which eliminates the need for users to purchase a separate Flix Exporter. The option includes two-pass encoding for pristine quality. A new H.264 encoder has also been added, allowing HD, SD, or mobile H.264 video to be created within Transport Stream, Program Stream, and M4V wrappers.

FlipFactory v6.0 is a free upgrade to existing users with valid maintenance contracts. It is available for purchase through Telestream's worldwide direct sales and resale channels. More information is available at www.telestream.net.

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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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