



NEWS RELEASE
For immediate release

Telestream and Nativ Power Expanded Video Management for Getty Images Media Management Services

Comprehensive video integration enables Getty Images to grow its business into the rapidly expanding video asset management and Internet distribution marketplace

Nevada City, Calif. USA and London, England UK, August 7, 2007 – Telestream, the leading provider of video transcoding and workflow automation products, and Nativ, a leading video consulting and integration services company, are pleased to announce that Getty Images, the world's leading creator and distributor of visual content and digital services, has successfully enhanced its existing Media Management Services by leveraging Nativ/Telestream's digital video and systems integration expertise. The integration of Nativ/Telestream's video solution, including file transcoding and metadata extraction, enables Getty Images to provide comprehensive support and management of different media file types required by its Media Manager Services customers, from low resolution to broadcast quality video files.

Getty Images' Media Management Services (MMS) helps clients store, manage and share images, footage and other digital assets through two subscription-based services, Media Manager and Image.net. Getty Images MMS group serves over 190 clients worldwide including American Film Institute, BskyB, Discovery Communications, General Motors, HSBC, ING, Mercy Corps, Moët Hennessy USA, Texas Motor Speedway and T-Mobile.

"We turned to Nativ and Telestream to provide the thorough assessment, guidance and integration of video technologies into our existing Media Management service offerings," said Tim Claxton, Senior Product Manager at Getty Images. "The results were both timely and cost-efficient, allowing us to quickly respond to our clients' growing needs while rapidly expanding our business into a growth market."

Nativ and Telestream have developed a strong partnership which enables them to provide turnkey enterprise video solutions. Following an initial phase of strategic video consulting and systems architecture, Nativ integrated Telestream's FlipFactory transcoding automation application into Getty Images' Media Manager Services on-demand platform. FlipFactory also provides powerful workflow engine and distribution capabilities. The entire process, from business analysis and architecture to implementation and testing, was completed in a matter of months. Nativ and Telestream's video-centric solutions remove the pain and complexity often associated with video integration into existing products and services.

"FlipFactory supports video in a very elegant and sophisticated way," said Jon Folland, managing director at Nativ Ltd. "It allows powerful and dynamic choice over the way in which video is encoded and delivered. Advanced features include control over formats and resolutions – from high resolution broadcast quality to formats suitable for distribution over web and mobile outlets."

"The implementation at Getty Images demonstrates the strength of our partnership with Nativ to help companies grow their businesses while improving operational efficiency," said David Heppe, President/COO at Telestream. "With combined expertise in advanced video transcoding, legacy video formats, automation, asset management, digital rights management and systems

integration, content owners and distributors such as Getty Images can increase revenues while minimizing costs and risks.”

For more information, visit www.nativ.tv and www.telestream.net. FlipFactory will be demonstrated in Telestream Stand 7.411 at the International Broadcasters Convention (IBC) in Amsterdam, September 7-11, 2007. Visit Telestream’s website to sign up for a demonstration of the combined FlipFactory and Getty Images MMS solution at IBC.

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About Nativ (www.nativ.tv)

Founded in 2001, Nativ is a consulting, technology and outsourcing company specializing in the delivery of video-centric solutions. Nativ has vast experience of working with broadcasters and video content providers and a strong understanding of the convergent broadcast, telecoms and mobile sectors. Over the past years Nativ has successfully delivered a large range of video-centric business solutions for major blue chip companies – ranging from integrated IPTV and broadcast solutions to media asset management and workflow systems. Through working closely with our clients and applying thorough strategic and project planning we provide expert solutions and increased business performance in a rapidly changing marketplace. Clients include BBC, Turner Broadcasting, Getty Images, UKTV, Channel4.

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, organizing, and delivery of digital media. From plug-in components to desktop craft encoding applications to scalable enterprise-class transcoding-based workflow systems, Telestream’s 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 based in Nevada City, California USA and in Stockholm, Sweden. The company is privately held. For more information, please visit www.telestream.net and www.flip4mac.com.

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