



TELESTREAM

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NEWS RELEASE
For immediate release

MINICK Selects Telestream's Episode Engine for Mobile Video Encoding

Pioneer of interactive mobile applications extends rollout of Episode software at Hamburg hosting center to meet growing needs of mobile network operators and entertainment companies worldwide

Nevada City, California, August 15, 2007 – Telestream, the leading provider of media encoding workflow solutions, today announced that its Episode Engine Pro software has been adopted by MINICK, the pioneer of interactive mobile applications. MINICK is a leading mobile services provider which develops and operates mobile applications for network operators such as Vodafone, T-Mobile, Telefonica, and Swisscom, for entertainment companies including MTV, Channel 4, and Universal Music, as well as for corporate clients in mobile marketing.

"We needed a server-based solution which could encode a wide range of video input and output formats for mobile devices and which could easily integrate with other systems," said Rasmus Joergensen, Director of International Products and Projects for MINICK. "Episode met our requirements exactly in terms of input and output format flexibility, compatibility with MINICK systems and reliability. Getting out-of-the-box software helped us focus on our core competencies while leaving the codecs to the pros."

Following its adoption of Telestream's Episode products, MINICK recently purchased its fourth Episode Engine Pro server-based application to handle media encoding into mobile formats for more than 60 content providers worldwide. Episode is unique in that it offers scalable desktop to server-based media encoding. MINICK's internal content producers use the Episode desktop applications to encode content ranging from 30-second clips to full-feature films.

"MINICK is an excellent example of a major interactive mobile video player that needed to manage a wide range of input and output formats in a cost-effective manner," said Telestream CEO Dan Castles. "We're pleased that MINICK selected Episode for its strong mobile format support and that our Episode software provides the robust, scalable, easy-to-integrate solution they required to grow their business services."

Telestream's Mac-based Episode Series desktop and server-based applications feature a wide range of standard definition and high definition video and audio file formats, optimized codecs, multi-thread processing, hundreds of filters and fine-tuning compression capabilities to provide superior picture quality and exceptionally fast conversion speeds.

Episode Engine Pros are installed with the MINICK platform at the company's hosting center in Hamburg, Germany. As their business services continue to grow for mobile operators and entertainment companies, MINICK takes full advantage of Episode's scalability by adding more Episode Engines to their workflow.

"Episode provides huge advantages for us in terms of our flexibility in handling a wide range of input sources and in being able to deliver top quality video to our customers and their end users," adds Joergensen. "Working hand-in-hand with the MINICK platform, Episode technology helps us deliver a complete solution for managing, encoding, distributing and selling video content which can be managed directly by content providers and end users alike."

Episode Engine Pro is available from Telestream's network of worldwide direct sales and resale channels. Episode Pro is available from these channels as well as online at www.flip4mac.com. More information is available at www.telestream.net, www.flip4mac.com and www.minick.net.

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About Telestream (www.telestream.net & www.flip4mac.com)

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 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.

About MINICK (www.minick.net)

MINICK is owned by Swisscom Mobile, a daughter company of Swisscom, Switzerland's leading telecommunications and mobile network operator. The MINICK Service Platform including its video encoding and streaming capabilities is a carrier-grade solution, which runs mobile services globally. It is available to customers either as a managed or as a packaged solution. Carriers, entertainment companies and mobile marketing players alike, choose MINICK for its long track record of successfully managed mobile projects and MINICK's platform for its efficiency, reliability and flexibility.

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