**T E L E S T R E A M**

## Telestream Brings a Broad Range of Workflow Solutions to NAB2008

*From components to fully-automated workflow systems, Telestream's digital media products enable users in a variety of business environments to leverage the value of their video content*

**Nevada City, Calif., February 11, 2008** – Today's rapidly changing video environments require multiplatform media publishing and delivery to multiple distribution channels, including IPTV, VOD, HD, web and mobile devices. In response to this need, Telestream® announced a powerful lineup of digital media workflow solutions to be featured in Booth SL5405 at NAB2008. Throughout the digital media lifecycle, from capture to viewing, for consumers through high-end professionals, Telestream products make it possible to get video content to any audience regardless of how it is created, distributed or viewed.

High definition environments, with their very large files sizes, are creating workflow bottlenecks for many broadcasters and video professionals. To help eliminate this problem, Telestream's flagship FlipFactory® workflow automation products will demonstrate significantly faster HD encoding speeds at NAB. From cache 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 ever before.

Telestream's FlipScan™ technology makes its first appearance at NAB2008. Developed as an extension for any FlipFactory product, FlipScan automatically scans, analyzes and processes non-standard, user-generated content being uploaded to a growing number of video websites. Also new at NAB is FlipFactory New Media. With prices starting at $4995, this model automates high-volume content repurposing to web and mobile distribution channels.

FlipFactory is the standard by which all other enterprise-class transcoding products are measured. Featuring a customer base that includes thousands of the world's most demanding video professionals, FlipFactory supports more than 120 media formats and wrappers, direct integration with more systems and protocols than any other system, and it offers best-in-class, worldwide customer support.

Pipeline Quad, Telestream's newest model to emerge from its innovative series of network-based video capture systems, will make its NAB debut. Developed for easy integration into both Mac and Windows workflows, Pipeline® provides a flexible alternative to single-user, capture-card solutions for ingesting tape-based media into file-based workflows. Pipeline sits on the network where anyone can access it, enabling real-time encoding to multiple formats in a single box. The new four-channel Pipeline Quad offers unparalleled encoding density and significant per-channel cost savings in a compact one-rack-unit box. Both single and multichannel models will be featured at NAB, providing ingest into Final Cut, FlipFactory and Episode workflows. At NAB, Telestream will announce Pipeline integration into more third-party workflows.

Episode Podcast, the newest product in Telestream's Episode® Series for Mac users, makes its first appearance at NAB2008. Developed specifically for Apple's Leopard Server Podcast

Producer, Episode Podcast extends Apple workflows to include high-volume encoding to virtually any video or audio file format or platform. Episode Podcast enables anytime, anywhere access to podcasts for PC and Mac users as well as a greater number of mobile phones and portable devices.

All Episode Series media encoding applications for the Mac will be featured at NAB. Supporting an extensive range of current and emerging file formats, Episode enables ultra-fast, high-quality content repurposing and distribution to new media channels. Episode offers massive scalability from desktop to high-volume, clustered server environments. Developed specifically for Apple's multiprocessor machines, Episode Engine distributes files across multiple cores and servers, providing many times faster-than-real-time encoding for all formats, including HD.

Telestream's Flip4Mac® WMV Components, which have surpassed 10 million downloads, will also be present at NAB. Flip4Mac WMV enables Macintosh users to play, import and export Windows Media video and audio files in native QuickTime applications. Telestream continues to expand its solutions for moving professional MXF content in and out of Apple Final Cut Pro workflows. Its new Flip4Mac Image Server Component provides IMX MPEG-2 file compatibility and direct file transfer between 360 Systems' MAXX servers and Final Cut Pro editing systems. The new Flip4Mac Infinity Component adds direct file import into Final Cut Pro from Thomson Grass Valley Infinity Series Digital Media Camcorders and REV PRO drives.

The entire lineup of Telestream products will be demonstrated in Booth SL5405 at NAB2008 which takes place April 14-17 in Las Vegas, Nevada.  For more information about Telestream products, visit www.telestream.net and www.flip4mac.com.


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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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