



TELESTREAM

IBC Stand 7.C19

NEWS RELEASE

For immediate release

Telestream's HD Video Capture Offers Instant Access to Content for Editing

Innovative new Pipeline HD Dual video capture system enables real-time capture and edit while encoding to leading HD editing formats; product makes its debut at IBC in Amsterdam

Nevada City, Calif., September 9, 2008 – Telestream today announced the newest model to emerge from its award-winning series of Pipeline™ network video capture devices. Pipeline HD Dual is a two-channel, hardware encoder that captures high definition (HD) video from tape or live sources and encodes it in real time to leading HD editing formats: Avid DNxHD®, Apple ProRes 422 and Panasonic DVCPRO HD. Pipeline HD Dual is the only shared network encoder on the market that encodes video and audio to multiple HD and SD formats – providing flexibility in multiformat environments for users' changing format needs.

"Our family of Pipeline network encoders have changed the game in video capture by providing network-based ingest for the capture and encoding of multiple HD and SD formats from a single device. Our ability to support editing or encoding of incoming content while it is being captured makes Pipeline the unparalleled choice for flexibility and speed," announced Barbara DeHart, VP of Marketing at Telestream. "Earlier this year we announced our support for Apple ProRes for standard definition workflows. Today's announcement of Pipeline HD adds support for Apple ProRes 422 in HD, Avid DNxHD and Panasonic DVCPRO HD formats to the family, making Pipeline today's choice for ingest into demanding editing and encoding workflows."

Ken Miles, director of third party business development at Avid Technology, Inc., said, "We know that time is money in the edit room so we're pleased to see more and more companies integrating Avid's DNxHD codec support in order to meet today's growing demand for efficient and cost-effective HD workflows. Working with Avid DNxHD codecs enables editors across all fields of production to work offline in HD without sacrificing image quality. Avid DNxHD formats are one example of how we provide customers with the tools needed to maximize the creative side of the editorial process."

Pipeline is an industry-first video capture device that sits on the network where anyone can access it. Telestream's shared network approach to video capture provides freedom from the hassles and limitations of traditional video capture card solutions on dedicated workstations. Pipeline is available in single-channel and four-channel standard definition models, as well as the new two-channel, high-definition model, which will be introduced and demonstrated at the International Broadcasters Convention (IBC) in Amsterdam September 12-16 in Telestream stand 7.C19.

Pipeline HD Dual provides one, easy-to-use video capture tool for a variety of applications. For multi-camera live events, Pipeline allows editors to instantly access files in real time and begin editing content while it is being captured. This provides a fast, efficient way to edit highlights or sequences and send finished pieces to their destinations.

For broadcasters, Pipeline HD Dual enables scheduled recording of live feeds. This allows a more cost effective alternative to using expensive video server channels to ingest multiple channels of high-quality, HD-SDI media into file-based workflows. When combined with Telestream's FlipFactory or Episode Engine transcoding products, users can easily create

additional formats in near-real-time while content is being captured. Pipeline also preserves important metadata throughout the transcoding process. In addition, Pipeline HD can be used to ingest media from tape or live sources directly into Final Cut Server, Apple's powerful new media asset management and workflow automation software.

Pipeline HD Dual also down-converts HD-SDI sources to SD formats and accepts SD-SDI sources and encodes them to SD formats. This versatile, multiformat video capture device offers user-selectable encoding to DV, IMX, MPEG-2 and Apple ProRes 422 (SQ) standard definition formats as well as Avid DNxHD, Apple ProRes 422 (HQ) and DVCPRO HD high definition editing formats. AVC-Intra high definition format is slated for availability in Q1-2009.

The two-channel video capture system provides unparalleled encoding density and significant per-channel cost savings in a compact one rack-unit box. Pipeline HD Dual includes confidence monitoring, to view what is being encoded, and redundant power supplies for critical workflows. A complete, free software development kit (SDK) is available for integration into any workflow.

Pipeline received the 2007 Vidy award, which honors product innovation and engineering excellence. *Videography* reviewer Oliver Peters reports, "Pipeline is an elegant, portable I/O solution for editors and broadcasters alike." A review in *Lifelong Learning* magazine adds, "Pipeline brings high-quality real-time encoding within reach, even for media departments and small facilities with tight budgets."

Pipeline HD Dual (\$9,995) will be sold through Telestream's direct sales and worldwide resale channels. For more information, visit www.telestream.net.

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

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 corporate headquarters are located in Nevada City, California and its team of video experts are located in France, Germany, Sweden, UK and US. The company is privately held.

About Avid Technology, Inc.

Avid is a worldwide leader in tools for film, video, audio, 3D animation, gaming and broadcast professionals – as well as for home audio and video enthusiasts. Avid professional and consumer brands include Avid®, Digidesign®, M-Audio®, Pinnacle Systems®, Sibelius®, Softimage® and Sundance Digital®. The vast majority of primetime television shows, feature films, commercials and chart-topping music hits are made using one or more Avid products. Whether used by seasoned professionals or beginning students, Avid's products and services enable customers to work more efficiently, productively and creatively. For more information about the company's award-winning products and services, visit www.avid.com.

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