



TELESTREAM

IBC Stand 7.411
NEWS RELEASE
For immediate release

Telestream Pipeline Network-Accessible Encoder Now Available

Pipeline puts the tape deck on the network, providing flexible tape ingest into Final Cut Pro, FlipFactory and Episode

Amsterdam, Netherlands (IBC Show) September 7, 2007 – Telestream, the leader in encoding-based media workflow automation solutions, today announced availability of Pipeline, the company's new network-accessible single-channel hardware encoding product. Pipeline is an industry-first bi-directional encoding and playout device that provides SDI ingest into Telestream's FlipFactory® and Episode® applications as well as 3rd party products, including Apple's Final Cut Pro. The encoder is accessible to multiple users over the network, providing a more reliable and cost-effective alternative to traditional PC capture card solutions. Pipeline is the recipient of the 2007 Vidy award, which honors product innovation and engineering excellence.

"As media companies continue to evolve their file-based workflows, videotape refuses to die," said David Heppie, President and COO of Telestream. "Whether it's clips from clients or archives on shelves, it's hard to find a tapeless facility. Until now, the VTR was a resource dedicated to a workstation or accessible only through expensive routing and automation systems. With Pipeline, Telestream has changed the game to provide network access to the tape deck, enabling more cost-effective sharing of a valuable resource through conventional IT infrastructure."

A single Pipeline device provides user-selectable real-time, frame-accurate video encoding to multiple formats, including DV25, IMX 30/40/50 and MPEG-2 I-frame (PAL & NTSC). Shared network access and RS-422 deck control enable access to the tape deck by multiple users. Pipeline is software-upgradeable to easily add new features and formats as they become available from Telestream.

Pipeline provides more flexibility than conventional video capture solutions. For Final Cut users, Pipeline intelligently detects and delivers formats required by the project bin. Plus, external rendering frees up the editing workstation for other tasks. Integration with Telestream products provides a fast, efficient means to capture and ingest media from tape or live sources. Transcoding into proxy or other formats happens simultaneously during the encode process, greatly improving overall workflow throughput.

Pipeline applications include batch ingest from an EDL file which allows users to encode multiple clips from a single tape. It streamlines digitization of tape for ingest into archives, online libraries and digital asset management workflows. Since Pipeline is bi-directional, it can also be used to print clips to tape for sharing with clients and colleagues. A complete Software Development Kit (SDK) provides easy integration with 3rd party products and destination applications.

Telestream's shared network resource approach provides significant advantages over capture card solutions. Pipeline eliminates operating system and driver incompatibilities as well as host processor bottlenecks. It also removes the need to use an expensive broadcast server channel to ingest media into file-based workflows.

Pipeline is being demonstrated in Telestream Stand 7.411 at this week's International Broadcasters Convention (IBC) in Amsterdam. Telestream is now taking orders for single-channel Pipeline through the company's direct sales and worldwide resale channels, as well as from the Flip4Mac online store at www.flip4mac.com. Shipments will begin later this month. For more information, visit www.telestream.net and www.flip4mac.com.

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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 encoding-based workflow automation solutions. Telestream helps customers transform their media for distribution to web, mobile, DVD, cable VOD, podcast and broadcast platforms. From plug-in components and tape ingest to desktop applications and scalable enterprise-class systems, Telestream's high-speed solutions save users time, effort and money while increasing revenues. The company's solutions 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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