



**TELESTREAM**

**NEWS RELEASE**  
*For immediate release*

## **Telestream Helps Bring 2007 Special Olympic World Games to the Web**

*Chinese and US students unite to bring video webcasts to millions of viewers around the world;  
Telestream FlipFactory and Flip4Mac products provide video conversion for the Web*

**Nevada City, Calif., December 4, 2007** – Telestream, the leading provider of transcoding workflow automation solutions, today announced that its FlipFactory® and Flip4Mac® video compression products helped bring the 2007 Special Olympic World Games to Internet viewers around the globe. The Special Olympics Games were broadcast from Shanghai, China in October and are available on the official Games website at [www.specialolympicslive.org](http://www.specialolympicslive.org). The student-led web project was jointly developed by Fudan University in Shanghai and the University of North Carolina in the US.

“The Games will certainly be remembered as ten days that changed the face of Special Olympics forever,” said Peter Wheeler, Special Olympics Executive Vice President. “They were the days when hundreds of millions of people across China, Asia and the world gained an appreciation and greater understanding of the extraordinary gifts people with intellectual disabilities have to offer the world. They were the days that saw sports in its purest form as 7,500 athletes representing 164 nations demonstrated their remarkable skills, courage and sportsmanship before record crowds. We are grateful to Telestream for making these moments come alive for millions of people around the world via the Internet.”

The ambitious web project brought together more than 300 US and Chinese university students who worked around the clock for ten days to capture over 1,500 hours of competition which were processed and edited into more than 7,000 video clips. As encoding continues, organizers expect to compile as many as 10,000 video clips of all the athletes by the end of December.

“We’re proud to have played a role in this important web project which has brought global media attention to these special athletes,” said Dan Castles, President/CEO at Telestream. “The project’s state-of-the-art website enabled supporters from around the world to become a part of the Games in Shanghai.”

Chinese students and their United States peers videotaped the Game events and delivered the tapes to Mac labs set up at four universities across Shanghai where the footage was edited in Apple’s Final Cut Pro. With the help of Telestream’s Flip4Mac Windows Media Components for QuickTime, the Final Cut Pro systems compressed the video for transfer to Fudan University where Telestream’s FlipFactory software running non-stop on an array of servers automatically transcoded the files into multiple web formats and delivered them to the production web server. Telestream products enabled the students to easily work in a multiplatform media environment.

Technological support came from a number of high-tech firms, including Apple Computers, Intel, Sony, Telestream, Akamai and 6Rooms.

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**About Telestream** ([www.telestream.net](http://www.telestream.net) & [www.flip4mac.com](http://www.flip4mac.com))

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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