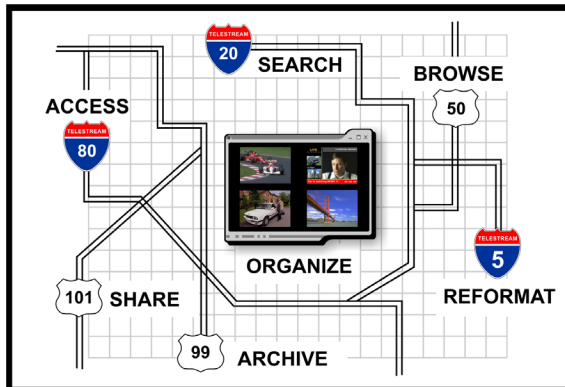


April 2006



Telestream **MAP**[™] Product Family

Enabling Universal Media Access

Telestream MAP[™] media access products simplify the way content owners and creators access, organize, and share video and audio files across local and wide area IP networks. MAP is ideal for anyone using media on a regular basis, including professional media companies, corporations, government and educational organizations.

MAP products are based on our powerful Media Application Platform (MAP). MAP provides a simple, affordable media access solution which is easy to integrate and priced much lower than traditional media asset management solutions.

MAP utilizes our core expertise in transcoding and media exchange over IP networks, and leverages the robust architectural and user access technologies offered by Microsoft.

Our product offerings, MAP and MAPreview, consist of:

- **Windows Services** to perform core functionality such as capturing live feeds, indexing, transcoding and archiving. These automated, building block elements can be utilized and scaled in many ways to meet different workflow needs.
- **Access** to media and metadata in multiple ways, from intuitive extensions to Windows Explorer, to Windows SharePoint for collaboration, or simple set-top access using Windows Media Center edition, and more.
- An architecture built on .NET and web services to support **ease of integration**.

Applications include competitive news analysis, ad-run verification, compliance logging, repurposing to web, executive review, and more for broadcasters. For production and marketing groups, MAP products enable collaborative content development, review and approvals, and access to secure media libraries by colleagues or clients.

A media sensitive file system

MAP performs automated background tasks to capture, index, reformat, move and archive content. Powerful utilities allow you to search and view rich metadata such as labels, keyframes and closed captions. MAP creates a *virtual directory* on the network for distributed media storage. MAP is a *media sensitive file system* that allows you to store media files *anywhere* on your network – making them easily accessible by *anyone* connected to the network.

Multiple ways to acquire media

You can save media directly from your video editing laptop or desktop system. You can drag-and-drop files to your MAP folder. You can deliver media over the Internet from Telestream Launch[™] personal IP media delivery application or ClipMail encoding appliance. You can also schedule the capture of live feeds.

For capture and desktop viewing of live feeds, MAP encodes and stores your media in Windows Media 9 Series format, providing superior video quality and bandwidth efficiency. Rich metadata such as closed captioning, timecode, keyframes, and labels are automatically captured during ingest to provide powerful search capabilities. Users can also create labels or add annotations, making it even easier to access media in a meaningful way.

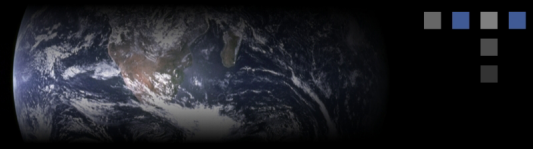
MAP is easy to setup and use

Extensions to the familiar Windows Explorer interface allow an administrator to set up folders on the network that automatically organize content and perform intelligent tasks. Simply drag-and-drop or save media files to these folders, and tasks such as indexing, transcoding and delivery are automatically executed.

Additional tools simplify repurposing for other uses. You can trim, export still frames, and flip to other formats for Web publishing. You can automatically deliver your media to edit systems or other folders on your network, making it easy to share files with colleagues. And with MAP, your content is automatically archived to DVD or CD based on expiration rules that you define.

Several ways to access your media

Use MAP Quick Review to create an icon on your desktop, making search and review an easy click away. Save commonly-used search criteria, such as yesterday's 6:00 PM news, for fast media access. The Windows Explorer desktop client is for the power user who wants to organize and repurpose content. The Web browser interface provides simple search/view capabilities across local and wide area networks, without the need for additional client software. MAP also provides convenient access from within Microsoft SharePoint Services for media collaboration and Windows XP Media Center for executive review.



Capture, Organize, Search & Review Multiple Live Video Feeds

- Ideal for news analysis, compliance recording, session capture and analysis
- Easy desktop access to all your broadcast content
- Playback multiple time-synched video clips along with ratings data
- Flip media to other formats; Repurpose for web
- Rich metadata searching on keyframes, timecode, closed captions, and as-run logs

MAPreview provides the convenience of multi-feed media recording, organization and viewing—all in one easy-to-use enterprise application.

Automatic recording of live feeds is based on user-defined or EPG schedules. Rich metadata such as closed captions, timecode, keyframes, and EDS/XDS data are captured during ingest to provide powerful searching. You can import tracks of metadata like as-run logs and ratings data. Frame-accurate timecode and date can be burned into the media. And, you can create custom metadata labels and add an annotation track.

Content may be viewed live or on-demand after the event or program – via a desktop client or any Web browser. Using the powerful MAP Player, you can simultaneously view multiple time-synched video clips with ratings data synched to the video. The MAP Player also allows you to easily search, edit and view rich metadata, search for the next occurrence of a metadata match, trim segments for sharing with colleagues, and tune into the specific audio

track you wish to hear or add a custom annotation track. Optionally, plug-in to SharePoint to create media portals with other corporate data.

MAPreview is useful for many applications

Broadcast

- Competitive news analysis
- Ad-run verification
- Compliance recording
- Repurpose content to Web
- Discrepancy log portals

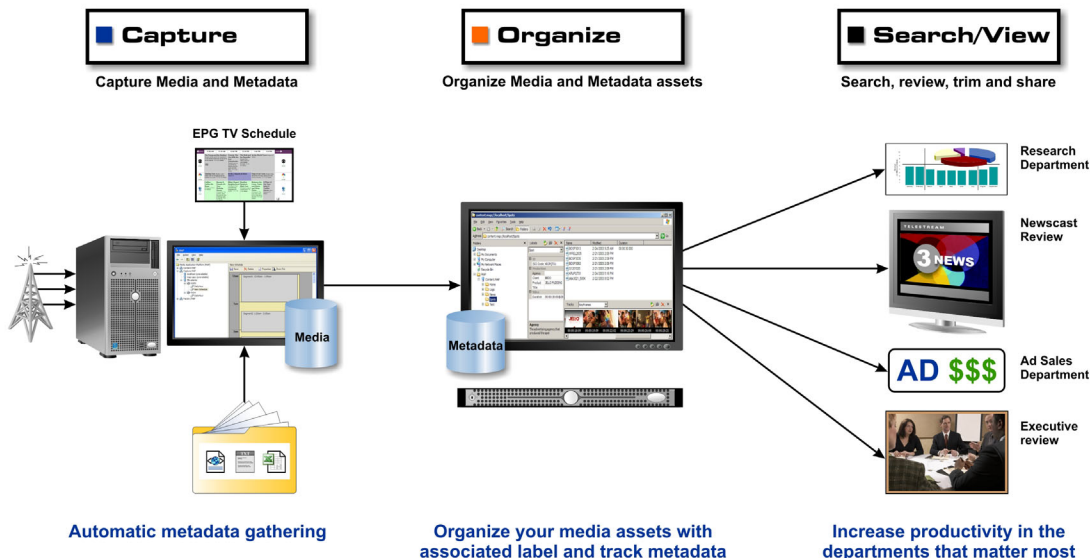
Government

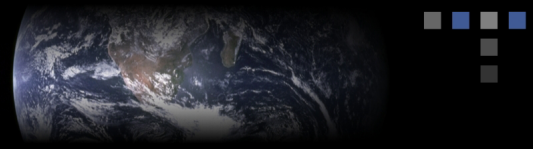
- Newscast recording and analysis
- Parliamentary sessions

Multi-camera Event Capture

- Education / Lectures
- Surgeries at teaching hospitals
- Military events

High-quality Surveillance





Telestream's MAP digital media organizer integrates with Microsoft's SharePoint workgroup collaboration solution to enable content creators, corporate communications, training, government and education users to easily access, share, and collaborate on rich media files (video, audio, and graphics – along with documents) across local and wide area networks.

MAP for SharePoint provides online access to media, enabling content to be created or updated quickly and cost-effectively. MAP provides visibility and access to any media and their associated metadata. SharePoint facilitates fast, easy workgroup Web portal customization.

Multiple SharePoint Web Parts are included for creating and extending media access and collaboration portals. The Web parts also enable collaboration with timecode-based discussion threads, a media viewer, media libraries, and customer galleries.

MAP Media Access for SharePoint

- Reduce the cost and complexity of media collaboration, review/approvals and executive review
- Easily configure and extend workgroup media portals for different projects and workflows
- Simply repurpose content for sharing, web, mobile, etc.
- Index content on custom labels, keyframes, captions, and more
- Easy to deploy and integrate with web services
- Executive review via Windows Media Center set top boxes

Includes MAP SharePoint Web Parts components for building rich media portals

Media Library – allows users to browse, find, search and play media assets in the MAP media database

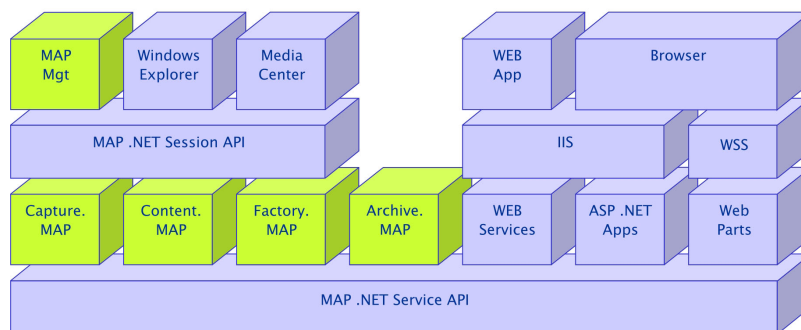
Media Viewer – used with Media Library, allows users to play any version of media, open and to view associated documents and labels

Media Discussion – enables users to begin a new discussion thread or reply to an existing one; comments can be added and a time code can be marked

Customer Gallery – automatically posts MAP media assets and metadata to an easily viewable, tabbed web page gallery, making it instantly available for viewing

SharePoint MAP Web Part SDK – provides the tools you need to modify these MAP Web Parts and build new Web Parts to meet your specific workflow needs

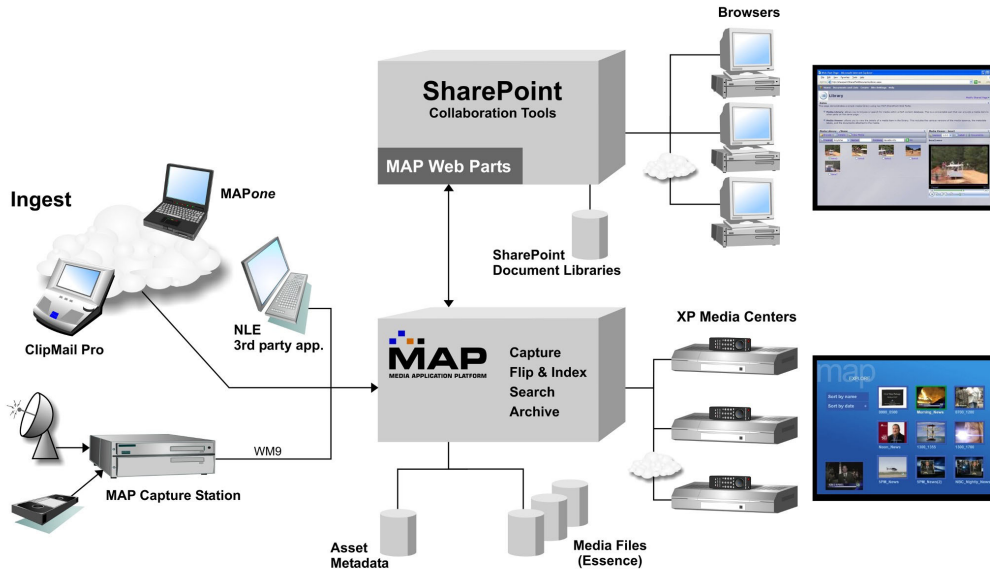
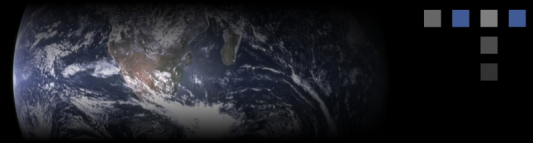
Telestream MAP™ Media Application Platform



A modular platform built for integration

Telestream's Media Application Platform (MAP) is built on the Microsoft .NET framework, and MAP is a .NET connected approved application. MAP Web services provide easy integration by third-party developers and end users. Telestream offers a complete MAP development kit to enable users and developers to build a wide range of innovative media workflow applications.

In addition, MAP supports the Microsoft® Connected Services Framework for Broadcast and Film. The Connected Services Framework is a convenient way to build media workflows with a common service talking to multiple, independent applications. Plus, it eliminates the need for lengthy and costly integration by one or more vendors.



MAP Specifications

Media Acquisition

- Windows Explorer drag & drop
- Monitored folders
- Save from Windows app
- Launch™, ClipMail Pro/Express
- Program Guide Scheduling

MAPreview only:

- Live Capture into Windows Media 9, 4-ch (standard)

Media Database Access

- Windows Explorer Clients
- MAP Quick Review Application
- MAP Player
- Web Browser
- Windows SharePoint Services (optional)
- Windows XP Media Center Edition (optional)

Media Archiving

- CD, DVD, networked storage

File Formats and Flipping

Inputs: AVI; DV25; MPEG-1; MPEG-2 4:2:0 & 4:2:2; QuickTime, Windows Media 7, 8, 9

Outputs: Windows Media 7, 8, 9 Series; MPEG-1; MPEG-2 4:2:0; Real; QuickTime

Drag-and-Drop media portals

Send to media portals

HyperLaunch™

Media Analysis & Metadata

- User-defined metadata labels
- Keyframe extract
- Closed caption extract
- As-run log ingest
- Ratings data ingest
- EDS/XDS data

System Configuration

MAPreview consists of one or more Capture servers and one or more MAP servers which handle the Content (database), Factory and Archive services. Base configuration captures up to 4 channels and consists of 2 dual-CPU servers:

- o Capture Server: up to 4-ch composite video input
- o MAP Server: organizes, indexes, transcodes and delivers the content

Additional 4-channel capture servers may be purchased to expand capacity

MAP requires a dual-CPU Windows 2003 server. Due to the wide range of factors which can impact CPU utilization, please contact Telestream to help configure a system to meet your exact media workflow needs.



NOTE: see Telestream Website for current details.

Specifications subject to change without notice. Copyright © 2006 Telestream, Inc. Telestream, FlipFactory, ClipExpress, and Telestream MAP are registered trademarks and MAPreview, MAP, Launch, HyperLaunch, ClipMail Pro, ClipView, and GraphicsFactory are trademarks of Telestream, Inc. All other trademarks are the property of their respective owners.

April 2006



TELESTREAM

848 Gold Flat Road
Nevada City, CA 95959
USA

www.telestream.net

877 257 6245 toll free (US only)
1 530 470 1300 tel
1 530 470 1301 fax
info@telestream.net