



Flexible, affordable media delivery

Send media from remote laptops or workstations over any IP network



Telestream Launch™ media delivery application combines the latest compression and transmission technologies to offer the most flexible, affordable delivery of news cuts, review-and-approvals, dailies or other media over any IP network. This simple, yet robust flip-and-send application runs on both Windows PC and Mac OS X platforms.

Broadcast quality media delivery over any IP network

Launch delivers broadcast-quality media in minutes over any standard or wireless IP network, including WiFi and broadband connections commonly found at Internet cafes, hotels, event sites, and home studios – making it easy to send media from virtually any location.

Ideal for remote news gathering, review-and-approvals, dailies

User-selectable format settings allow editors and journalists to meet varying quality and deadline requirements. For example, a 1 Mbps Windows Media 9 format may be used to meet tight deadlines. If time is less of an issue, a 10 Mbps MPEG-2 or QuickTime format may be selected for editing.

Send from any laptop or edit workstation

For journalists, Launch seamlessly integrates with leading video editing applications on ENG laptops, including Avid NewsCutter, Grass Valley NewsEdit, Apple Final Cut Pro, and many others.

Compression settings can be predefined to ensure consistent quality and compatibility standards are met when media files are submitted from different journalists.

Media can be delivered to a HyperLaunch™ Receive Server, an FTP or HTTP server, or to Telestream's FlipFactory for automated, digital delivery to destination media servers or editing systems.

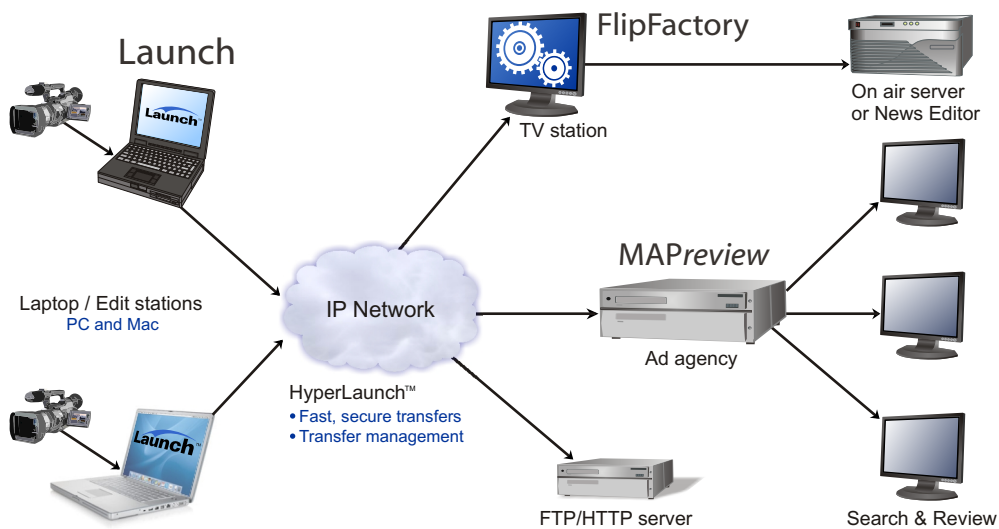
Robust, secure connections and fast throughput

Exclusive HyperLaunch™ media delivery protocol enhances throughput over lossy, wireless wide area networks, resumes interrupted transfers, facilitates encryption for security, and provides incoming file transfer management including ability to deliver custom metadata labels and file attachments.

How it works

To send your media, simply

- Drag and drop your media file onto a predefined Launch media portal, or
- Manually select a portal, click send, and select files
- Optionally select and populate metadata labels and attach business documents (Windows only)



HyperLaunch™ enhanced media delivery protocol:

Telestream's exclusive HyperLaunch media delivery protocol provides important features to improve media delivery:

- Enhances throughput over wireless connections
- Resumes transmission of interrupted transfers
- Mobile Reconnect™ for resuming long transfers from different locations
- Provides encryption for security using triple DES
- Include custom metadata labels and file attachments
- Includes incoming file transfer management, which can be used to give one incoming media parcel priority over another
- Import/export media portal configurations

For example: Say you have a hot story coming into your broadcast facility, but limited bandwidth connection. You can use the HyperLaunch Receive Server to pause the less important story transfers until your breaking news story has completely arrived.

The HyperLaunch Receive Server is included with MAPreview™, and is available for free download for use with FlipFactory® or stand-alone receiving.

Launch for the PC

Input Format support:

- AVI
- DV25
- MPEG-1
- MPEG-2 4:2:0 & 4:2:2
- DirectShow
- QuickTime
- Windows Media 9 Series
- Avid DV25 flattened file or QuickTime reference movie
- Grass Valley Vibrant DV25 VMF

Output Format Support:

- Windows Media 9 Series
- MPEG-1
- MPEG-2 4:2:0
- VC-1

System Requirements:

Windows XP Professional

Launch for the Mac

Includes Flip4Mac WMV Studio Pro HD:

- Support for WMV HD, 2-pass encoding, WMV 9 Advanced profile, Advanced audio

Input Format support:

- QuickTime supported media types including Windows Media 9 Series

Output Format Support:

- Windows Media 9 Series
- MPEG-4
- H.264
- VC-1

System Requirements

- Intel or Power PC
- Mac OS X version 10.3.9, 10.4 or greater
- QuickTime version 6.5.1, 7.0 or greater

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