



## Corporate Fact Sheet

### Background

For more than a decade, Telestream® has been at the forefront of innovation in the digital video industry, pioneering file-based video transcoding and high-quality media exchange over IP networks. This laser focus on continuous innovation stems from the strong video and television pedigree of Telestream's management team. The company has been profitable since 2001 and has experienced double-digit revenue growth every year since. This has allowed the company to self-finance three strategic acquisitions to expand its transcoding expertise and enter the live streaming space. Today, Telestream continues to drive the industry forward by embracing agile software development methodologies that accelerate innovation in this highly dynamic and fast-changing market.

### Business Description

Telestream provides world-class live and on-demand digital video tools and workflow solutions that allow consumers and businesses to transform video on the desktop and across the enterprise. Telestream products span the entire digital media lifecycle, including capture and ingest; live and on-demand encoding and transcoding; playout, delivery, and live streaming; as well as automation of the entire workflow. Telestream is also known for providing unparalleled customer service and support, and prides itself on taking a true consultancy approach to customer relationships.

### Market Focus

Media, entertainment, post-production, and content creators, corporations, education, government, and consumers all rely on Telestream to simplify their digital media workflows. Robust products, reliable customer support, and quick response to evolving needs in complex video environments have gained Telestream a worldwide reputation as *the industry standard* for automated and encoding-based digital media workflows.

### Customers

Many of the world's most demanding media and entertainment companies such as CBS, BBC, CNN, FOX, CBC, Comcast, Direct TV, Time Warner, MTV, Discovery and Lifetime, as well as a growing number of users in a broad range of business environments, rely on Telestream products to streamline operations, reach broader audiences and generate more revenue from their media. In 2006, Microsoft selected Telestream's Flip4Mac WMV product as its tool for providing Windows Media on the Mac platform. Since that time, there have been over 40 million downloads by 10 million users worldwide. Flip4Mac WMV is in the top 10 most popular downloads at apple.com and the top 15 most popular downloads at microsoft.com.

### Partnerships

Telestream partners with the industry's leading digital media companies across the entire digital media lifecycle, from consumer to enterprise, including Apple, Akamai, Avid, DG FastChannel, Dolby, EMC, Harris, IBM, Microsoft, Omneon, Panasonic, YouTube and Sony. These and other industry leaders have turned to Telestream to do the heavy lifting of media reformatting, indexing, and metadata exchange to deliver end-to-end live and on-demand distribution of digital media content.

#### Founded:

1998 – privately held

#### Headquarters:

Nevada City, CA, USA

#### Development Centers:

Stockholm & London

#### East Coast (US) office:

Virginia

#### Employees:

160

#### Worldwide sales channels:

Direct, resale & online

#### Financials:

Profitable since 2001

Double-digit revenue growth every year

Three acquisitions, self-funded

#### Customers include:

96% of the top US broadcast station groups

80% of the top 25 US media companies

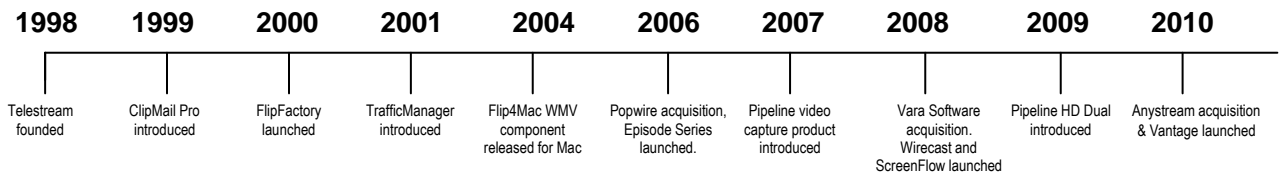
82% of Fortune 100 companies  
Millions of consumers

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## Products

**ClipMail Pro**, Telestream's first product, was introduced in 1999 to provide high-quality media exchange over IP networks. ClipMail Pro grew into a successful family of products which have now been retired.

### Current Principal Products:

**FlipFactory**<sup>®</sup>, the industry's leading transcoding workflow automation server software product, enables transcoding between virtually any file format and file exchange between all the industry's major professional video systems.

**TrafficManager**<sup>™</sup>, co-developed by ABC Television Network, automates the ingest of TV commercials and redistribution within broadcast facilities.

**AdManager**<sup>™</sup> for **Cable** extends FlipFactory's workflow automation to the cable market by streamlining ingest and redistribution of ads and VOD content at cable operations centers.

**Flip4Mac**<sup>®</sup> **WMV** Components revolutionized the way Mac users import, export, and play Windows Media on the Mac, by enabling them to work in their native QuickTime environments.

**Episode**<sup>®</sup> multiformat media encoding applications for Mac and PC, provide hands-on transcoding to web, mobile, and edit formats, pristine quality, remarkable speed, and scalability from the individual desktop to the workgroup.

**Pipeline**<sup>™</sup> network-based video capture devices provide ingest and playout of SDI video from tape and live sources in and out of file-based workflows.

**Wirecast**<sup>™</sup> is the industry's first, live, full-production TV studio streaming software application in a box for any desktop. With prices starting under \$500, Wirecast brings professional-quality, live webcasting production to the masses.

**ScreenFlow** screencasting studio software allows Mac users to capture their computer screens plus video and audio, then edit the content to create professional screencasts for web demos and video tutorials.

**Vantage**<sup>™</sup> is an industry-first, enterprise-class video workflow system software application that revolutionizes the way IT workflows are designed, automated and managed; deeply integrated components include transcode, analysis, capture, metadata and delivery.

**Agility 2G** is an enterprise-class on-demand video production and management solution optimized for scalability and reliability. Avalon expands on Agility's capabilities by providing a metadata ingest, creation and packaging solution to automate the publishing of video to multiple outlets and devices.