



TELESTREAM

## Corporate Backgrounder

### Corporate Overview

Founded in 1998, Telestream® provides world-class encoding-based media workflow solutions that allow customers to conveniently transform digital media on the desktop and across the enterprise. The company offers plug-in components, tape ingest devices, encoding applications and workflow automation applications that enable content owners, creators, service providers and enterprises to streamline their operations and generate more revenue from their media.

Digital media workflow solutions:

- Massively scalable, robust transcoding farms enable content owners and video sharing websites to reach diverse viewing audiences in whatever formats they choose
- Automated ingest and media file exchange in complex multi-vendor broadcast workflows
- Smart network video capture that provides flexible tape ingest into file-based workflows
- Quick, easy access and encoding of media in any format across multiple platforms

Company headquarters are located in the *video valley* region of Nevada City, California. With the 2006 acquisition of encoding specialist Popwire, Telestream added a development center in Stockholm, Sweden. The 2008 acquisition of European-based Vara Software Ltd. brings additional products, technologies and employees to the company's roster. Telestream is managed and staffed by a team of video, encoding and networking experts. 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.

### Continuous product innovation

Telestream pioneered high-quality media exchange over IP networks with the introduction of ClipMail Pro MPEG encoding and delivery appliance products in 1999. The company soon recognized the vital need to provide access to video and audio in a variety of digital formats as well as the need to seamlessly exchange media between different systems.

In 2000 Telestream launched its first enterprise-class software product, FlipFactory®, to automate transcoding and delivery of streaming media files. The following spring FlipFactory Pro SD was released. Dubbed the *universal format translator*, this product expanded FlipFactory capabilities to include media exchange between virtually all broadcast servers, edit systems, SANs, asset management systems and other professional systems.

As more and more content was being delivered to broadcasters as files, rather than tapes, Telestream expanded its FlipFactory family to automate specific workflows. TrafficManager, co-developed by ABC Television Network, automates the ingest of TV commercials and redistribution within broadcast facilities. NewsManager automates ingest of news content to newsroom systems. FlipFactory Pro HD automates SD-to-HD and HD-to-HD conversions. FlipFactory New Media addresses the growing need to brand and repurpose content for today's rapidly growing number of Web and mobile distribution platforms. AdManager 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.

FlipFactory products are now used by thousands of the world's most demanding broadcast and entertainment companies, corporations and enterprises to automate file-based media workflows.

Telestream's MAPreview™ enables users to capture, organize and view multiple live video feeds from the convenience of their desktops. This product is ideal for competitive newscast analysis, session capture and review. Telestream's media delivery solutions expanded in 2005 to include

Launch™, a personal IP media delivery application for Windows and Mac-based video editing systems. Launch provides a robust yet affordable means for news or other video journalists to conveniently transmit stories from remote laptops over any IP network, including wireless.

In 2007 Telestream introduced the first in a series of innovative network-based video capture hardware products. Pipeline is a bi-directional capture device that provides ingest and playout of SDI video. With Pipeline™, Telestream offers a completely new approach to tape ingest into file-based workflows. In 2008 Pipeline expanded to add the capture and encoding of HD media.

### **Apple Solutions ... move cross-platform in 2008**

Telestream extended the power of its transcoding and workflow automation expertise to the Apple universe in late 2004. Flip4Mac WMV Components for QuickTime have revolutionized the way Mac users import, export, and play Windows Media. When Microsoft began distribution of Flip4Mac Windows Media Components for QuickTime in January 2006, the number of users quickly grew into the millions. To date, downloads have exceeded 15 million.

Flip4Mac Components for Final Cut Pro help editors transfer MXF and other media files into and out of Final Cut systems for editing. Solutions include Import/Export Components between Final Cut Pro and Sony XDCAM, Grass Valley K2|Profile servers and 360 Systems Image Servers. Import components provide ingest into Final Cut Pro from Ikegami Editcam and Grass Valley Infinity disc-based cameras.

With the acquisition of compression specialist Popwire, Telestream further expanded its encoding expertise and product offerings. Episode™ Series is comprised of powerful desktop and server-based media encoding applications that provide speed, quality and scalability to high-volume, enterprise-level distributed network encoding environments. In 2008, Telestream transitions Episode desktop products to both Mac and Windows users, serving cross-platform needs.

The acquisition of Vara Software Ltd. moves Telestream upstream into the production end of the digital media supply chain. Products include Wirecast live video streaming production software for Mac and Windows users, plus award-winning ScreenFlow screencasting and VideoCue rich media presentation software tools for Mac users.

### **Seamless Technology Integration with Partners**

Since Telestream specializes in connecting incompatible systems, it's critical for the company to work closely with many partners. Telestream is the most respected and broadly integrated media workflow company in the industry. Dozens of partners have integrated FlipFactory software into their asset management solutions and workflows. Many broadcast server manufacturers, edit system vendors and asset management companies rely on Telestream to do the heavy lifting of media reformatting, indexing, and metadata exchange in customer workflows.

### **Market focus**

Now favored by all links in the media and entertainment supply chain, from content creators to broadcast and cable outlets, Telestream products have set the standard for automated encoding and delivery of high-quality media. Today, a growing number of companies supplying and servicing much larger markets including ad agencies, corporations, educational facilities and government agencies, as well as Apple prosumers, are turning to Telestream to simplify their digital media workflows.

### **Support**

Customers rely on Telestream's proven digital media encoding and workflow automation expertise to meet their challenging multiformat workflow needs. Our highly-skilled technical team offers a variety support services to ensure that users fully leverage the power of their Telestream products.