

# Telestream Corporate Facts

Information 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 four 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; captioning, playback and inspection, 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.

## Partnerships

Telestream partners with the industry's leading companies across the entire digital media lifecycle, from consumer to enterprise, including Apple, Akamai, Avid, Dolby, EMC, Extreme Reach, Harris, IBM, Microsoft, Panasonic, Sony, Ustream, and YouTube. 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.

### Key Facts

Founded:  
1998

Headquarters:  
Nevada City, CA, USA

Development Centers:  
Emeryville, CA

East Coast (US) office:  
Sterling, VA

Employees: 200

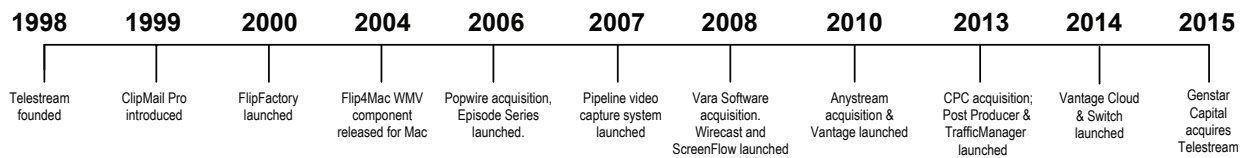
Worldwide sales channels:  
Direct, resale & online

Financials:  
Profitable since 2001  
Double-digit revenue growth  
every year  
Four acquisitions, self-funded  
Acquired by a private  
equity investment firm

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

Media Contact:  
Janet Swift, Telestream  
+1 530 470 1328  
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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:

**Vantage®** provides a complete family of world-class video transcoding and workflow automation solutions that enable file format conversion, device interoperability and intelligent workflow orchestration for multiscreen, OTT, broadcast, cable, and IPTV distribution, as well as production and archiving.

**Lightspeed® Server** GPU acceleration can be added to any Vantage Transcode product to provide the best image quality in the least amount of time.

**Post Producer** is a production and delivery engine that automates repetitive production processes which would otherwise tie up editors and NLE workstations.

**TrafficManager** offers a full end-to-end solution for the ingest and management of ads and syndicated content at broadcast and cable facilities.

**Pipeline™** network-based video capture systems provide ingest and playout of SDI video from tape and live sources, and enable quick turnaround editing or transcoding while media is being captured.

**FlipFactory®** transcoding workflow automation server software provides file format conversion and media file exchange between major professional video systems.

**MacCaption™** (Mac) and **CaptionMaker®** (Windows) enable authoring, repair and repurposing of captions for online, mobile and television delivery.

**Wirecast®** is the only cross-platform, all-in-one live streaming production software that enables capture, live production, and encoding of live video streams for broadcast to multiple servers and platforms simultaneously.

**Episode®** multiformat media encoding software provides high-quality video transcoding for the entire digital post-production workflow – from camera to delivery – with remarkable speed, powerful hands-on control and cross-platform scalability at an affordable price.

**ScreenFlow®** screen recording and video editing software allows Mac users to capture their computer screens plus video and audio, and edit the content to create professional screencasts for web demos, training and video tutorials.

**Flip4Mac®**, Windows Media Components for QuickTime, revolutionized the way Mac users import, export, and play Windows Media on the Mac, by enabling them to work in native QuickTime environments.

**Switch®** is a multiformat player that gives media professionals everything they need to play, inspect, and correct their media in one application.

