

Telestream MAP and Microsoft SharePoint™ A Media Collaboration Solution

- Ideal for creative collaboration, review and approvals
- Reduces the cost and complexity of media collaboration
- Easy to deploy and integrate with .NET applications

Simplifying digital media access and collaboration for today's workgroups

More and more companies today are looking for simple tools that enable them to quickly and easily access and share digital media for collaboration with colleagues and clients across the network. The dynamics of these workgroups is shifting toward a more diverse, distributed mix of individuals – made up of independent media and content professionals, outsourced service providers, and employees working from different locations, including home offices. These new workgroups need to perform the same functions across wide area broadband networks as were traditionally performed on the business local area network. The challenge for these workgroups compounds when the media mix includes large, complex video and audio files.

Telestream and Microsoft

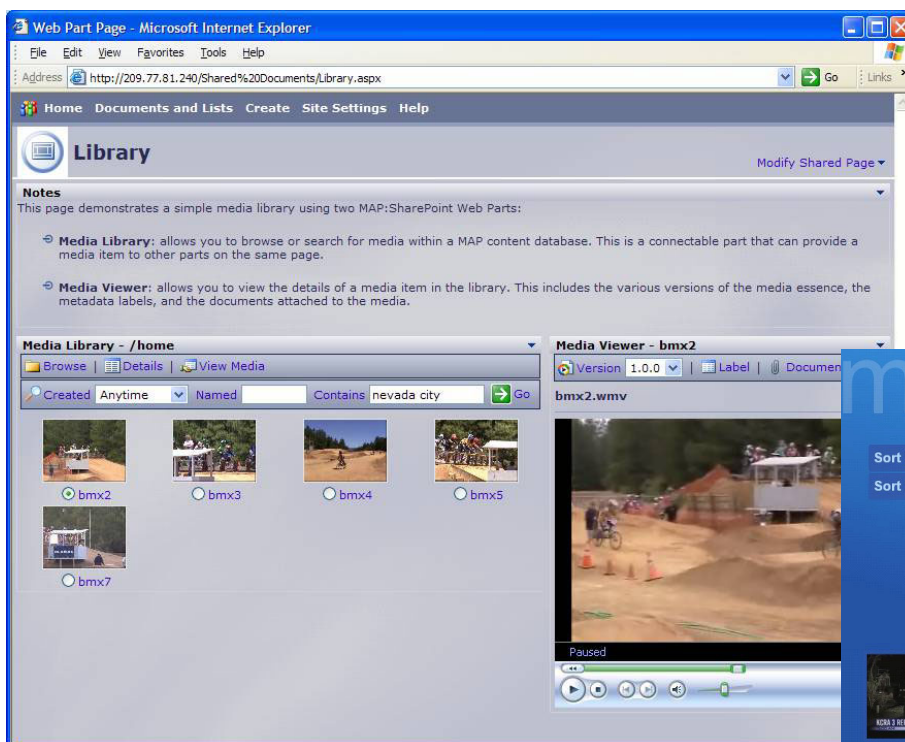
Telestream and Microsoft have partnered to provide a joint media collaboration solution that simplifies the way today's workgroups access and share media files across any local or wide area network (LAN or WAN). These solutions are easy to use, easy to implement, and easy to integrate with other third-party applications, including asset management solutions.

Media collaboration tools for content owners and creators

- Corporate communications, marketing and training departments
- Video production companies, advertising agencies, and broadcasters
- Government media departments

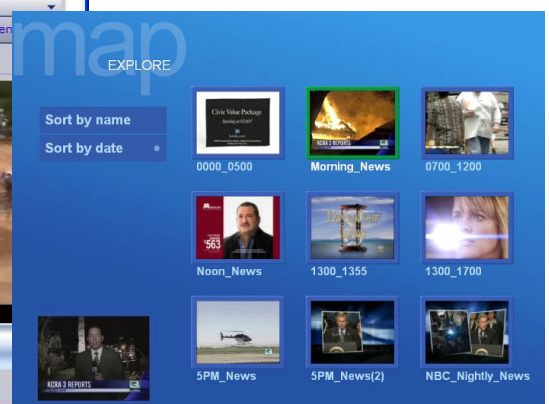
An integrated, scalable network-based client/server solution that includes

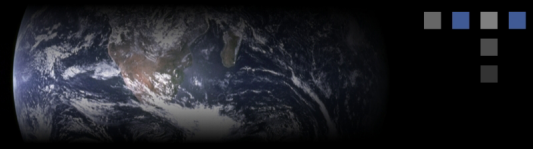
- Microsoft SharePoint Products and Technologies
- Telestream MAP™ media access Web Parts
- Support for Windows Media 9 Series and speech-to-text using the Microsoft Speech Technologies



Left: Utilizing MAP with the familiar SharePoint user interface enables you to search, view, trim, annotate and share media

Below: MAP combines with Windows XP Media Center to provide simple remote control access and viewing





Telestream MAP Media Access Applications

MAP is a *media sensitive* file system that provides media library services and much more for SharePoint. MAP task-oriented services enable users to capture, index, search, and view metadata and thumbnails, as well as to trim, reformat, share, view, and archive media from the convenience of their desktops. MAP creates a *virtual directory* on the network for distributed media access and storage. Telestream's MAPx is the standard offering for workgroup media access and organization. MAP*review* adds single or multi-channel live media capture.

Telestream MAP media services

- Acquire media from multiple sources – save from nonlinear editors, drag-and-drop to MAP folders, or capture live feeds
- Automatically capture metadata during ingest or enter new metadata for powerful search capabilities
- Search and view rich metadata such as keyframes, labels, and text from speech
- Access and view media via many clients, including Windows Explorer, SharePoint, Windows XP Media Center Edition, MAP Quick Review client, or any Web browser
- Time-based annotations become part of the metadata which is stored and accessed in SharePoint
- Trim and save segments of media, and email them to colleagues or clients
- Transcode to/from other formats: Windows Media, Real, QuickTime, AVI, DV25, MPEG. Supports Avid, Adobe, Pinnacle and any other Windows-based edit systems
- Automatically archive content to DVD or CD
- MAP's .NET Web Services provide easy integration by end user or third party applications

Microsoft SharePoint

Microsoft SharePoint enables enterprises to develop an intelligent portal that seamlessly connects users, teams, and knowledge so that people can leverage relevant information across business processes to help them work more efficiently.

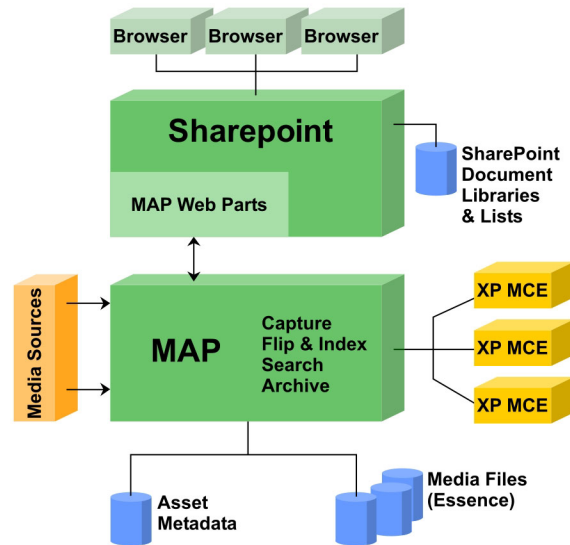
- Providing flexible deployment and management tools
- Facilitating end-to-end collaboration by enabling aggregation, organization, and searching for people, teams, and information

Telestream MAP and Windows XP Media Center Edition

For some collaborative workflows, simple remote control access and viewing is all that is needed. For these applications, Telestream MAP combines with the Microsoft Windows XP Media Center Edition (XP MCE) to provide a solution that enables users to review media on a computer screen or a TV monitor.

A media review solution that is ideal for

- Executive review and approvals
- Corporate remote training
- Kiosks, such as those located at retail outlets



Contact your Telestream representative today to discuss your digital media collaboration needs.

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