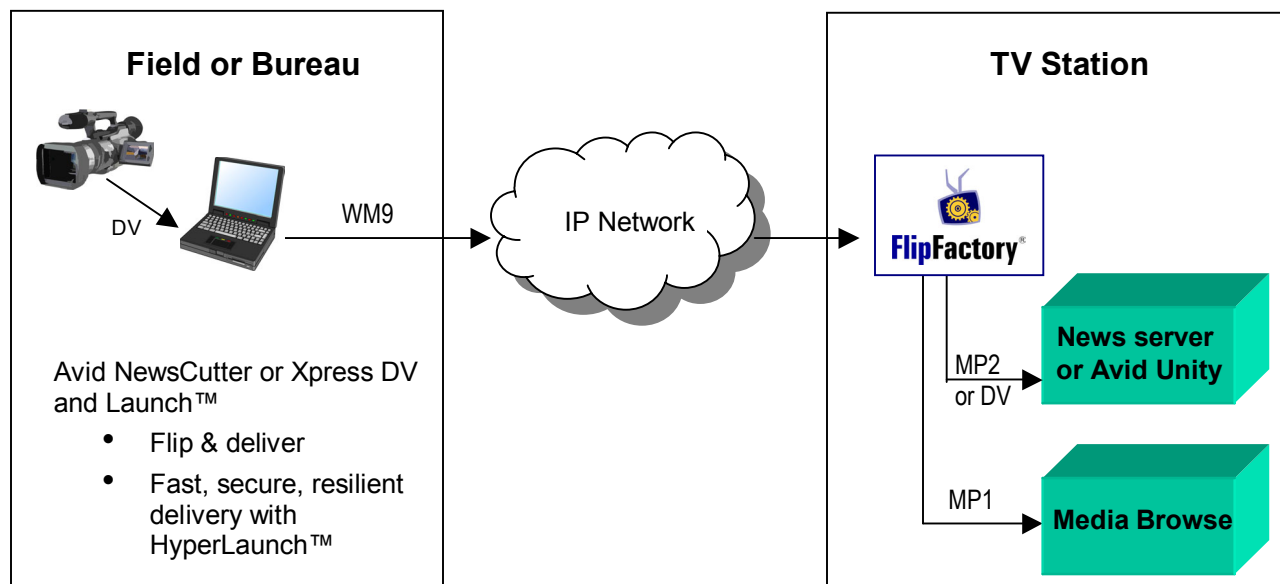


### Telestream Launch™ and Avid® Editing Systems *Enabling remote news submission from laptops to the station*

- Cost effective, flexible ENG from remote laptops
- Uses any IP network, including wireless LAN and IP satellite
- Automated, file-based ingest into Avid Unity or Avid iNews

Avid® nonlinear editors, such as NewsCutter® XP, Avid Xpress® DV, and Avid Xpress® Pro, and Telestream Launch™ combine to provide you the best of both worlds in electronic newsgathering (ENG). You get unmatched editing speed and creative tools with convenient, efficient IP delivery. You get the benefits of being able to use Avid's industry leading effects software and user interface that your customers have come to rely on in the TV station – loaded onto a laptop that journalists can take anywhere.

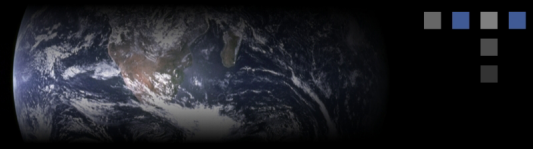
Launch builds on Telestream's world-class media file delivery expertise to offer a flexible, efficient, background tool for automating delivery of your news via virtually any IP connection. Go wireless from a coffee house or send from a remote location. Plug into your home or hotel's fast Internet connection, or connect to an IP satellite in your ENG truck.



After editing, simply export your edited file in QuickTime, select a Launch destination, and Launch takes care of the rest – transcoding to one of several pre-defined Windows Media 9 profiles, to optimize media quality and delivery time, and delivering your media over virtually any IP connection. If a network connection is available, you can *send while transcoding*, or if it's not, you can transcode now and automatically send later.

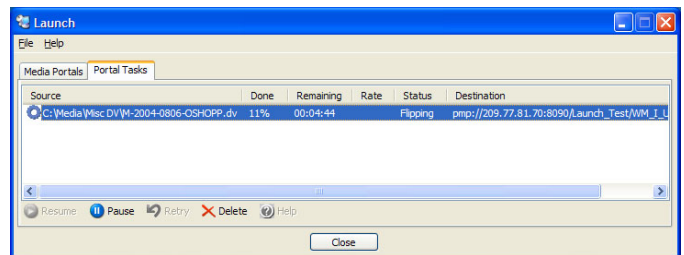
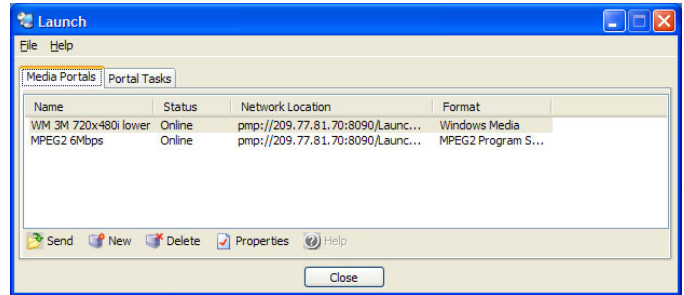
#### Workflow Overview:

- Capture footage into your laptop via 1394 or other methods
- Footage is edited with Avid NewsCutter XP, Xpress DV or Xpress Pro software
- Export media as a QuickTime DV reference movie or flattened file
- Select a Launch media portal to flip footage to Windows Media and deliver to FlipFactory
- At the station, Telestream's FlipFactory automatically ingests and flips your media to appropriate formats and delivers them to Avid Unity, MediaBrowse, or other applications



**Avid NLE and Launch Workflow Details:**

1. Ingest and edit footage in the field using Avid NLE software running on a laptop.
2. Save (export) edits from Avid NLE as a QuickTime reference movie or flat file.
3. Use one of several automated or manual methods to submit your edited clip to a Launch Media Portal.
4. Launch will now flip (transcode) the media to the desired format, then deliver it to its destination. The progress can be viewed from the *Factory Status Console* displayed automatically upon activating the *Media Portal send*.



Note: See [www.avid.com](http://www.avid.com) for more information about Avid NewsCutter XP, Avid Xpress DV and Avid Xpress Pro editing software.

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