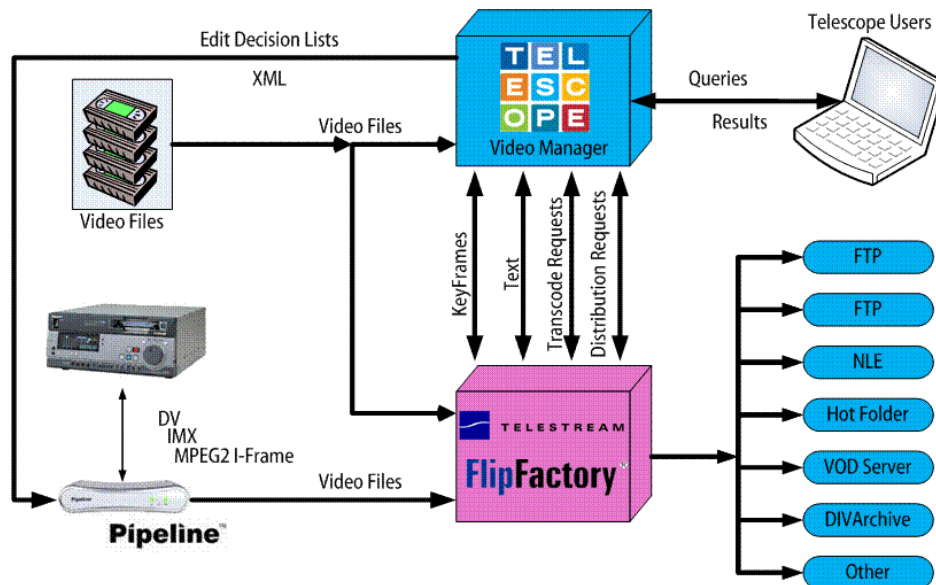




Streamline Digital Media Workflows with an Unparalleled Video Management Solution

for Broadcasters, Media & Entertainment,
Education & Global 2000 Enterprises



- Full feature set on Mac, Windows & web-based platforms
- Integrates well with production tools, such as Avid, Apple Final Cut Pro, Adobe, etc.

The growth in digital video applications and emerging new media channels creates both opportunities and challenges for today's video professional. Opportunities include the ability to generate new revenue streams by repurposing content for new outlets, improved operational efficiency, and the ability to provide easy desktop access to media across the enterprise. Challenges include the need to manage and deliver vast amounts of complex media in a range of formats, while adding, extracting and managing crucial metadata about the media.

North Plains and Telestream have partnered to provide a flexible, scalable video management solution that meets these challenges and is easily tailored to meet any workflow need.

North Plain's TeleScope™ for Video Management is a comprehensive solution for organizations that create, ingest, and distribute all types of video assets. By addressing crucial components within an end-to-end video management lifecycle, TeleScope for Video Management provides foundational support to solutions for multi-channel and device publishing, brand management, channel management, corporate communications, video enhanced e-learning, video-on-demand, and more for leading organizations today.

With its seamless integration to both Telestream's FlipFactory® transcoding engine and real-time video capture system, Pipeline™, organizations can benefit from quick, powerful, scalable solutions for tape or file-based video ingest, media transcoding, and workflow automation. By leveraging North Plains' feature-rich tool set and deep integration with digital editing suites such as Avid and Apple's Final Cut Pro, as well as Telestreams' video encoding, metadata extraction, and distribution functionality, the combined solution offers unparalleled video management.



Pipeline, FlipFactory & TeleScope seamlessly combine to deliver a:

- Feature-rich tool set and deep integration with digital editing suites.
- Solution for essential video management & playback mechanisms including clip creation, video streaming, storyboarding, closed-caption display, searching, and rough-cut editing.
- Scalable, automated, high-volume method for ingesting from VTRs, editing systems and servers.
- Fast, easy way to ingest multiformat media from tapes, files, and live sources and store the encoded media files to TeleScope DAM repository.
- Cost-effective video capture and archival solution.
- Metadata extraction and delivery to the TeleScope DAM system
- Automated transcoding and file transfer of media and metadata between a wide range of digital formats and professional systems.
- Keyframe extraction for storyboarding.
- Support for repurposing to Web, mobile, DVD, podcast & more.
- Media distribution to destination systems in the required formats.

North Plains & TeleScope for Video Management

North Plains' industry-leading approach to incorporating digital asset management at the beginning of the asset lifecycle, as an essential part of the creative production process, tightly integrating DAM with authoring applications, has made the company famous in the publishing, advertising, media and entertainment markets.

TeleScope™ for Video Management takes this same approach, and applies it to the creation of long-form, short-form and web-based video content. It offers a feature-rich tool set and deep integration with digital editing suites such as Avid and Apple's Final Cut Pro. TeleScope for Video Management supports all essential video management and playback mechanisms out-of-the box, including clip creation, video streaming, storyboarding, closed-caption display, searching, and rough-cut editing, directly within TeleScope. Additionally, TeleScope for Video Management provides its full feature set on the Macintosh, Windows, and web-based client platforms.

Telestream, Pipeline & FlipFactory

Telestream products have set the standard with the world's leading media and entertainment companies, corporations, and government institutions for the encoding and delivery of digital media. Customers rely on Telestream products for convenient, cost-effective, and robust digital media access and exchange over data networks.

FlipFactory® workflow automation software provides unparalleled support for the wide range of systems and file format variants found in broadcast and professional video facilities. If starting from tape or live sources, add Pipeline for fast, easy, real-time video capture. FlipFactory seamlessly integrates with TeleScope™ Video Manager to provide multiformat digital video/audio file ingest, metadata extraction, indexing, transcoding between formats, delivery of extracted metadata to the DAM system, and distribution of media to destination systems, servers, and archives in the formats required by each. The FlipFactory family is comprised of a versatile suite of automation software solutions, allowing content owners, creators, and aggregators to choose the functionality and feature sets to meet their exact workflow needs.

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