



## Web Download Quick Start Guide

### Launch Version 1.0 for Mac OS-X and Windows XP Pro

#### What is Launch?

Launch, Telestream's revolutionary media transcoding and delivery application, offers the most flexible, fast, and dependable way to deliver digital media via LAN or Internet in a workflow environment. Launch is a personal media delivery application that works seamlessly with leading media editing applications on Windows XP Pro laptops and desktops in remote media editing and production environments.

Launch provides transmission of broadcast-quality media via media portals (destinations you configure and use to transcode and deliver media to specific destinations) over LAN, WAN or even wireless connections often found at hotels and Internet cafes.

When combined with Telestream's FlipFactory and/or MAPx, Launch offers the industry's only fully-automated, end-to-end, all-digital delivery from any laptop to any media server or editing system.

Launch combines the power of robust network delivery with the creation of efficient media files to fit any workflow. Launch works with XP Pro and OS-X based media applications such as Avid xPress DV or NewsCutter, Adobe Premier Pro, QuickTime Pro, Final Cut Pro HD, Final Cut Express HD, Grass Valley NewsEdit LT, and many others. Encoding directly into bit rate efficient media files such as Windows Media 9 or H.264 (Mac version only) right from your laptop saves time and produces files that meet your quality needs.

#### Launch Features

Flexible, affordable media gathering

- Connect using Ethernet or WiFi
- Deliver to LAN or Internet destinations
- Provides high-performance delivery of broadcast-quality media
- Optionally uses Telestream HyperLaunch™ to remove transmission bottlenecks, provide secure media delivery, direct delivery to a MAPx Content server or FlipFactory server and automatically restart interrupted transmissions to complete delivery.

#### HyperLaunch

HyperLaunch is Telestream's patent-pending high-performance, fault-tolerant protocol for guaranteed, secure delivery of media and related documents anywhere in the world from remote or portable locations.

HyperLaunch performs these important functions:

- Resume transfers interrupted by network failures
- Resume transfers when sender changes locations
- Enhance throughput over wireless and other high-loss or limited-bandwidth connections to optimize throughput.
- Fully secure mode using triple DES encryption (PC version only)
- When used in conjunction with a MAPx Content server can create a MAP Content binder associating a master asset with automatically populated metadata and with non-media documents such as a Word doc or Excel Spreadsheet.



## System Requirements

- Windows XP Pro or Windows 2003 Server
- Mac OS X 10.3.9 or greater with QuickTime 6.x or greater

## Installing Launch

After you have downloaded the appropriate Launch Installer file from the Telestream web site, install your software by following these steps:

### Launch for Mac

- 1) Verify that your Mac has OS X 10.3.9 or greater.
- 2) Run the Launch Installer DMG file to download Launch and its components to your Mac.
- 3) When the download is complete, run the Launch installer and follow the on screen instructions (See Chapter 2 in the Launch User Guide).

### Launch for PC

- 1) Unzip the contents of the Launch Installer zip file into a temporary folder retaining the file structure contained within the ZIP file.
- 2) Run the STARTUP.EXE file to install Launch and its components.
- 3) Follow the on screen instructions (see Chapter 2 in the Launch User Guide).

## Activating Launch

After you have installed Launch, locate the serial number received via email, or printed in the Launch CD-ROM package to activate Launch and its components. Active your software by following these steps:

- 1) Make sure your system is connected to the Internet.
- 2) Run Launch and select Help -> Product Registration.
- 3) Enter your name and then enter the serial number exactly as provided.
- 4) The OK button changes to Activate when a valid activation serial number is entered. Click Activate to complete the activation process.

### **Note for Mac users**

*By activating Launch, the WMV Importer and WMV Exporter are also activated. These components are no longer subject to trial mode restrictions.*

## Opening Launch

### **On the Mac**

To open Launch on your Mac, open the Applications directory and double-click Launch. When Launch runs, the Launch window displays. We suggest that you drag the Launch application into your docking bar so you can launch it directly from your docking bar.

### **On the PC**

To open Launch, double-click the Launch icon on the desktop. When Launch runs, the Launch window displays.



## Using Launch

The Launch window has two tabs: Portal Tasks and Media Portals.

### Portal Tasks

The Portal Tasks displays each media file that has been sent to a media portal, its status and other details. The icons at the bottom of the table allow you to resume, pause, retry or delete the selected task. After a portal task has completed (it has been transcoded or copied and delivered to its destination), the task remains in the list until the application is closed.

### Media Portals

The Media Portals tab has a table which displays each media portal you've created, its status and other details. The icons at the bottom allow you to send media to a portal, and create a new portal. You can also select any portal to display and update its properties, duplicate it or delete it.

See the Launch User Guides for more details on using Launch.