



NEWS RELEASE

Telestream Appoints New MENA Regional Sales Manager

Seasoned media & broadcast industry executive's appointment strengthens strategic growth opportunities in vibrant regional market

Westwood, Massachusetts, February 21st 2019 — [Telestream®](#), a leading provider of workflow automation, processing and quality monitoring and management solutions for the production and distribution of video, has announced the appointment of Osman Salah as Regional Sales Manager, serving the Middle East, Africa and Turkey region.

Based in Dubai, UAE, Salah brings a wealth of local market experience, commercial expertise and technical knowledge to Telestream's MENA team. During a 13-year career in the media & broadcast industry, Osman Salah has worked for a number of industry leading vendors: most recently, he worked as Regional Sales Manager for Imagine Communications.

The last 12 months have seen Telestream investing in its global sales and business development team in the EMEA & APAC regions. Salah's appointment will support these growth initiatives in the Middle East, Africa and Turkey. "Osman is a strong addition to our team in the MENA region," commented Alistair Butler, Chief Sales Officer at Telestream. "With his local market experience, commercial expertise and specialist technical knowledge he will make a positive contribution to our dynamic team."

This appointment is another indicator of the investment Telestream is making to facilitate international market growth. Later this year, at NAB, the company will introduce significant new cloud-based and virtualized system solutions for intelligent media processing, distribution and delivery. Through its new solutions, along with driving video monitoring, OTT and social media solutions, Telestream's MENA sales are set to grow, especially with an increasing regional focus on 4K content.

“This year will see a springboard for Telestream with some of the most strategically important new product introductions in our 20-year history,” continued Butler. “Having Osman in place means that MENA customers will have access to all these new and radically different products and system solutions as soon as they hit the market.”

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About Telestream

Telestream provides world class live and file-based solutions for automated workflow and quality monitoring and management solutions for video that allow consumers and businesses to transform video on the desktop and across the enterprise. Many of the world's most demanding media and entertainment companies, and service providers, 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, generate more revenue from and ensure the quality of their media. Telestream products span the entire digital media lifecycle, including [video capture and ingest](#); live and on-demand [encoding](#) and [transcoding](#); [captioning](#); [playback and inspection](#), delivery, and [live streaming](#); [automation and orchestration](#); with its [iQ product line](#), Telestream enables the monitoring and management of quality service and experience over any network.

Telestream's corporate headquarters are located in Nevada City, California and Westwood, Massachusetts. The company is privately held. For company and product information, visit www.telestream.net.

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