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PRESS RELEASE

Telestream NASCAR Project Wins IBC2012 Innovation Award

Telestream, Quantum and CineSys Collaboration Recognized for Excellence in Broadcasting Technology

Nevada City and San Jose, California, September 10, 2012 - [Telestream](#)[®], a leading provider of video transcoding and workflow solutions, and [Quantum](#), a global expert in data protection and [big data management](#), today announced that the NASCAR video capture and replay project incorporating technology from both companies won the prestigious [IBC2012 Innovation Award](#) in the Content Management category. Telestream developed the video capture and replay system for NASCAR's high-speed sports officiating. The award recognized NASCAR and its project partners, including Quantum for its StorNext data management software and CineSys for its disk storage.

"It is an honor for the NASCAR project to be recognized by the IBC," said Barbara DeHart, vice president of marketing at Telestream. "The new race control system would not have been possible without the collective efforts of NASCAR Productions, along with the Telestream, Quantum and CineSys teams. Together, we were able to bring high-quality capture and replay into the race-day operations of one of the most exciting sports around."

In the fast-paced world of [NASCAR](#) racing, where broadcasts reach more than 150 countries, video also plays a key role in controlling NASCAR races. The new race control system is based on Telestream's [Pipeline HD](#) hardware encoder and a new, high-performance, multi-clip [Pipeline Replay](#) application. The scalable, file-based system provides instant capture and synchronous display of 18 high definition (HD) camera feeds, enabling instant access, search, and analysis of an entire race event.

"The instant replay system that Telestream has provided NASCAR this season has enabled our officials to perform their jobs in an even more efficient and time-sensitive manner," said Robin Pemberton, NASCAR Vice President of Competition. "Having instant access to that many camera angles featuring such high-quality video has been a terrific addition to our race weekends."

The race control system utilizes high-speed StorNext File System software from Quantum to provide simultaneous access of video content, including the ability to rewind and read while continuing to write from 18 HD cameras. CineSys provided on-site infrastructure, architecture, installation, and technical assistance.

"We are pleased to have been selected by Telestream to participate in this important project, and it is especially gratifying to be recognized in this prestigious award. StorNext's robust file sharing software is fine-tuned to address the high-performance streaming needs that accompany higher resolution video. Because of our collaboration, these combined technologies are greatly improving the accuracy of race monitoring and enhancing the experience for millions of NASCAR fans," said Janae Stow Lee, senior vice president, File System and Archive Product Group at Quantum.

The award was presented at the [IBC2012 Awards Ceremony](#) on Sunday evening, September 9 at the RAI in Amsterdam. [IBC](#) is the premier annual event for professionals engaged in the creation, management and delivery of entertainment and news content worldwide. The Innovation Awards recognize collaboration and those who push the boundaries. Telestream is exhibiting at IBC in stand 7.D16, and Quantum is exhibiting in stand 7.G30.

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About Telestream

Telestream provides world-class live and on-demand digital video tools and workflow solutions 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 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 and generate more revenue from their media. Telestream products span the entire digital media lifecycle, including [video capture](#) and ingest; live and on-demand [encoding](#) and [transcoding](#); playout, delivery, and [live streaming](#); as well as management and automation of the entire [workflow](#). Telestream corporate headquarters are located in Nevada City, California. The company is privately held. For more information, visit www.telestream.net.

About Quantum

Quantum is a proven global expert in data protection and big data management, providing specialized storage solutions for physical, virtual and cloud environments. From small businesses to major enterprises, more than 50,000 customers trust Quantum to help maximize the value of their data by protecting and preserving it over its entire lifecycle. With Quantum, customers can Be Certain™ they're able to adapt in a changing world – keeping more data longer, bridging from today to tomorrow, and reducing costs. See how at www.quantum.com/BeCertain.

About NASCAR

The National Association for Stock Car Auto Racing, Inc. (NASCAR) is the sanctioning body for one of North America's premier sports. NASCAR races are broadcast in more than 150 countries and in 20 languages. In the U.S., races are broadcast on FOX, TNT, ABC/ESPN/ESPN2, SPEED, MRN Radio, PRN Radio and SiriusXM Satellite Radio. NASCAR fans are among the most brand-loyal in all of sports, and as a result more Fortune 500 companies participate in NASCAR than any other sport. NASCAR consists of three national series (the NASCAR Sprint Cup Series, NASCAR Nationwide Series, and NASCAR Camping World Truck Series), four regional series, and one local grassroots series, as well as three international series. Also part of NASCAR is GRAND-AM Road Racing, known for its competition on road courses with multiple classes of cars. NASCAR sanctions more than 1,200 races at 100 tracks in more than 30 U.S. states, Canada, Mexico and Europe. Based in Daytona Beach, Fla., NASCAR has offices in eight cities across North America. The next NASCAR Sprint Cup Series race, the GEICO 400 at Chicagoland Speedway, will air Sept. 16 on ESPN at 2 p.m. ET, with coverage starting at 1 p.m. ET with "NASCAR Countdown" also on ESPN. For more information and a complete schedule, visit www.nascar.com. Follow NASCAR on www.facebook.com/NASCAR or on Twitter: @NASCAR.

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