



**PRESS RELEASE**  
*For Immediate Release*

## **Telestream Announces Availability of HEVC Transcoding**

*x265 open source implementation of HEVC/H.265 encoding technology now  
available in Vantage Transcode Multiscreen*

**Nevada City, Calif., February 4, 2014** – [Telestream®](#), the leading provider of video transcoding and workflow solutions, today announced that it is now shipping HEVC encoding within its Vantage Transcode Multiscreen product. This is the first commercial product to leverage the x265 encoding technology which was developed by an open source community to create a highly optimized HEVC H.265 codec. HEVC offers the promise of higher frame rates and lower bit rates, doubling the compression compared to AVC/H.264, and enabling next-generation Ultra HD 4K video services.

“We’re excited about the addition of x265-based HEVC encoding,” said [Paul Turner](#), vice president of enterprise product management at Telestream. “We had great success in the past with the x264 project, both by contributing OpenCL-based optimizations to the project, and by including a commercially-licensed implementation in our commercial offerings. The x265 project builds on that robust codebase. The consolidated expertise of the open source community ensures that the new codec is as robust, efficient and high quality as its predecessor.”

Telestream is a co-founder of the [x265 project](#) which utilizes the work of a global community of experts from universities and labs that span the world to bring their creativity and knowledge to bear on the challenge of creating the best H.265 HEVC encoding technology.

“The x265 project is achieving fantastic quality and performance, and we are excited to see it going into production with Telestream’s Vantage Transcode Multiscreen product,” said Curtis Davis, Chief Operating Officer of [MulticoreWare](#). “We are seeing very strong adoption from leading content producers and video services. Telestream’s leadership in this project has helped us to create an HEVC encoder that is second to none.”

[Vantage Transcode Multiscreen](#) is a complete video transcoding, packaging and workflow automation solution that includes x265 and x264/H.264 encoding to provide pristine image quality and compelling bit-rate efficiency. Vantage Transcode Multiscreen software runs on the Telestream Lightspeed® Server to enable blazing-fast video processing and acceleration across multiple GPUs and CPU cores.

Vantage includes a broad range of video transcoding and file-based workflow automation products which scale from a single-server to very large, multi-server systems. Vantage makes content production, multi-screen delivery, and device interoperability a hands-off process. The Vantage platform brings transcoding, media capture, metadata processing, analysis, and content assembly into a unified system. Telestream Vantage was recognized in 2013 by the [Hollywood Post Alliance](#) (HPA) for engineering excellence in video processing.

Telestream will be demonstrating the entire family of Vantage Transcode products at several upcoming industry events:

- BVE, London, Feb 25-27, in stand N18
- CabSat, Dubai, Mar 11-13, in stand E7-43
- TV Connect, London, Mar 18-20, in stand 59
- NAB, Las Vegas, Apr 7-10, in booth SL3905

To request a meeting, visit <http://www.telestream.net/company/meeting-request.htm>.

HEVC encoding technology is available immediately in Vantage Transcode Multiscreen and at no additional cost for existing Vantage Transcode Multiscreen customers. To learn more about HEVC encoding, download Telestream's free white paper: [Advanced HEVC Encoding Considerations](#). Vantage products can be purchased through Telestream's worldwide sales distribution network. More information about Telestream and Vantage is available at [www.telestream.net](http://www.telestream.net). More information about the x265 project is available at <http://x265.org/>.

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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](#); [captioning](#); playout, delivery, and [live streaming](#); as well as automation and orchestration 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](http://www.telestream.net).

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