



Press Release
For Immediate Release

Telestream Vantage Cloud Subscriptions Now Available on AWS Marketplace

By provisioning complete Vantage domains on AWS, media organizations can create new products and services on a global scale with virtually limitless capacity

Nevada City, Calif., October 2, 2014 – [Telestream](#)[®], the leading provider of video transcoding and workflow solutions, today announced Vantage Cloud Subscriptions, a new service that provides a broad range of enterprise-class transcoding and file-based workflow automation for Amazon Web Services (AWS) on AWS Marketplace. With the ability to securely provision anywhere in the world, content creators can define the scale, location and performance of virtual Vantage domains, allowing them to deliver compelling new products and services to their customers and organizations.

[Vantage](#) is the video transcoding and workflow automation software of choice for some of the most demanding media companies around the world, enabling them to orchestrate some of the most sophisticated media transformation and file-based management workflows. Now, for the first time, this capability will take full advantage of all the cloud has to offer in scalability, world-wide accessibility and cost management.

[Vantage Cloud Subscriptions](#) are a natural extension of on-premise Vantage transcoding and provide discretionary capacity for managing demand peaks, prototyping new concepts, and deploying cloud-based media services. With Vantage Cloud Subscriptions, transcoding farms can be purpose-built and colocated with content libraries stored on Amazon Simple Storage Service (Amazon S3). When a team wants to test a new idea or concept for creating additional revenue streams, Vantage Cloud Subscriptions enables them to have a prototype environment running in just a few clicks - saving many weeks' work compared to what would be required to manually build and test an equivalent workflow locally. Since redundancy is built into AWS, disaster recovery can be provisioned when needed, as opposed to requiring a separate building with its own inherent maintenance and staff to keep software current and synced.

"For customers currently utilizing or considering secure storage on AWS, Vantage Cloud Subscriptions are a great way to process the media in the cloud and turn what traditionally would have been a capital expense into an operating expense," said [Paul Turner](#), VP of enterprise product management at

Telestream. “The near limitless scalability goes both ways, as users can pause or shutdown servers the moment they are no longer required, creating a true on-demand service for themselves and their customers.”

Vantage Virtual Domains, scaling from a few to hundreds of servers, are provisioned in as little as 15 minutes using AWS. Pricing is flexible with “pay-as-you-go” pricing for each instance of a virtual Vantage domain or transcode server.

“We are very pleased that Telestream is bringing Vantage Cloud Subscriptions to AWS Marketplace,” said Barry Russell, Head of Business Development for AWS Marketplace, Amazon Web Services Inc. “Customers can quickly and easily launch Vantage Cloud Subscriptions from AWS Marketplace and gain access to effective transcoding and file-based workflow automation tools.”

The new [Vantage Cloud Management](#) application allows users to create, monitor and manage Vantage Virtual Domains from any location. When creating a Vantage virtual domain, the user selects the appropriate region for the domain, instance types and the optimal number required for the network tasks to be run. After the domain has been created, it can be dynamically scaled up and down as required while tasks continue to run. For monitoring, a dashboard view provides health status for each running domain. Snapshots of workflows and configurations can be taken for easy migration and restart of a domain configuration in the future.

Vantage Virtual Domains are provisioned in Virtual Private Clouds, within an AWS account for maximum security. Access to the content and the domain is protected by the security provided by AWS.

More information is available at www.telestream.net.

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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.

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