



Press Release
For Immediate Release

Dicentia Achieves Massive Time Critical Project with Telestream Vantage Cloud Subscriptions

*By provisioning complete Vantage domains on AWS, Danish multi-media specialist encodes
20 feature films in 24 hour period with minimal operational expenditure*

Nevada City, Calif., December 8, 2014 – “Vantage Cloud Subscriptions saved the day for us – without this service we would not have had a product to show our customer the next day,” so said Kasper Holme Johannesen, managing director of Danish home entertainment multi-media supply chain specialist Dicentia. The company is an early user of [Telestream®](#) 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.

Not only did Dicentia use this new cloud-based encoding service, it fully tested the system’s scalability and resilience by encoding 20 feature films within a 24-hour period in order to deliver an order on time to one of its VoD customers.

The Herculean one-off task facing them was to encode these 20 feature films, resizing them and burning in local Scandinavian language sub-titles - all within a 24-hour period. While the Dicentia team has the skills and experience required to meet these timescales, the big challenge was to source the necessary encoding facilities. Working with Telestream’s local Danish channel partner, Allerød-based Tech2Net, the team decided their best option lay in [Vantage Cloud Subscriptions](#), even though the system was untried by them, having been launched by Telestream less than a month earlier.

Even though Dicentia was an existing Vantage user, they had no experience whatsoever with Vantage Cloud Subscriptions or AWS. However, they were quickly able to access the cloud-based service and start working on the encoding task. 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 products and services to their customers and organizations.

“Getting started with Vantage Cloud Subscriptions was very easy. Installing the Telestream Vantage Cloud Manager software on to our system took around 30 minutes, and once installed you don’t notice the difference in operation from our traditional Vantage encoding system,” commented Bjørn Petersen from Dicentia’s engineering team. “It provides a seamless add-on to our existing Vantage platform, taking files from our servers and delivering them back once they’re completed. It worked perfectly.”

As well as providing all the additional encoding facilities that Dicentia needed at very short notice, Vantage Cloud Subscriptions proved to be a highly cost-effective production platform for the facility. “In this situation, where we needed the resources to encode 20 feature films immediately, Vantage Cloud Subscriptions proved to be tremendously good value for the money, and already we can identify a lot more opportunities to use it within our business operations,” commented Kasper Holme Johannesen. “In a facility such as ours, you never know how big your workload will be from one week to another. Now, whenever we need to, we can open up this cloud service and respond as fast as the situation demands. This is a fantastic add-on for established Vantage users.”

More information is available at www.telestream.net.

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About Dicientia

Scandinavia's leading content ingestion company covering everything from Digital Post Production, DVD- & Blu-ray authoring, DCP files, Digital Asset Management, Digital Delivery, Master Replication and Conversion, as well as Sound Engineering. Dicientia assists the Film, Music and Publishing industry and other right holders in maximizing the value of their content.

Dicientia has worked together with the film & broadcast industry for over 25 years, getting their content out to the consumers on whatever media available from VHS to DVD/Blu-ray and now digital solutions such as VoD, Apps, SmartTV and other platforms.

As part of its digital strategy, Dicientia has developed **MediaCloud**, which is an online archive and distribution system, which handles audio and video files, metadata validation, subtitles, artwork and a Screening Room to send out online screeners. As a Netflix Preferred Partner, GooglePlay and an iTunes Movie Encoding House Dicientia delivers the highest quality with an experienced team with MediaCloud as the backbone for all its clients worldwide.

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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