



Press Release
For Immediate Release

Israel's Channel 2 Places Telestream Vantage at Heart of News Gathering Operations

Vantage media processing platform empowers high value digital production workflows at Israel's leading news channel

Nevada City, Calif., December 10, 2015 –[Telestream](#)[®], the leading provider of video transcoding and workflow automation solutions, today announced the successful implementation of a major transcode farm, file-based content ingest platform and intelligent workflow automation system at Jerusalem-based broadcaster, Channel 2 News. Managed by leading Israeli systems integrator, Draco, the project sees the country's leading news broadcaster moving away from tape-based production systems to a digital tapeless technology environment.

Initially, Draco specified Telestream Vantage as the central transcode farm for all of Channel 2's newsgathering needs. Later the project evolved as Vantage was defined as the main production workflow platform for the news broadcaster's Arab Desk. For this application a combination of Telestream Pipeline, Telestream Vantage Transcode, Check-in to Avid Interplay and Avid storage systems provide Channel 2 News with a powerful and robust newsgathering platform that ideally suits its needs.

A major investment in digital file-based production technology for Channel 2, Draco has developed a production environment that comprises asset management, an advanced news production system, 20 suites of post production resources, server-based playout, two foreign desks with 22 acquisition channels and a transcode farm supporting ultra-fast news turnaround workflows, which are split over two discrete sites.

"The nature of modern newsgathering requires an ability to ingest all content in every format and so we were drawn to Telestream Vantage by the wide variety of video formats that it supports," commented Eli Neeman, Business Development Manager at Draco. "Another key factor is the well-established and advanced integration between Telestream and other vendors. In this case, the seamless integration between Telestream and Avid was critical."

Avid's newsroom technology is central to Channel 2's new digital production system while Telestream Vantage provides the primary ingest channel into this file-based environment. Vantage can take the widest spectrum of content from baseband video to a plethora of file formats, quickly and reliably transcoding the content into the production format required by Avid.

"Telestream's ability to create smart and advanced workflows, making content ingest and transcoding a fast and intuitive process identifies Vantage as a valuable production resource to us," said Rami Daniel, CTO at Channel 2 News. "We gave Draco a challenging wish list, but by working with a group of leading

technology vendors, they have developed a news production solution that exceeds our hopes and dreams.”

The digital news production system was entirely new to Channel 2 News but working together, Telestream, Avid, EVS and Draco insured that the customer had all the workflow design, installation, operational support and training services that they needed. As a result, the new facility has functioned flawlessly since it went online.

More information is available at www.telestream.net.

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About Channel 2 News

The Israeli News Company, produce all Channel 2 news shows and almost all current affairs programs. Channel 2 News is owned by Channel 2 Franchisers, both Keshet and Reshet. The shows as a whole, have a very high rating. The 8 o'clock news, which is the main news bulletin, is the most daily viewed show in Israel and has been for the last 10 years.

About Draco

Draco is the leading provider in the Israeli broadcasting field, supplying and supporting a range of comprehensive and hi-tech solutions, meeting our client's every need. We provide exclusive services to our customers, as well as to the suppliers we represent. Draco has their own laboratories and certified support engineers within an experienced team of professionals, providing first and second level 24/7 after-sales support. Draco is the company of choice for solving the challenges faced by broadcast companies in Israel. For additional details, please visit our website at www.draco.co.il

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](#); [playback and inspection](#), 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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