



NEWS RELEASE

Telestream and Vizrt Announce OEM Agreement in Asia Pacific Region

Two companies integrate Telestream Vantage and Viz One to provide sophisticated enterprise-grade media asset management & workflow automation solution

Nevada City, Calif., October 31, 2016 – [Telestream®](#), a leading provider of digital media tools and workflow solutions, and Vizrt, a global leader in real-time 3D graphics, studio automation, sports analysis, and asset management tools have announced an OEM agreement within the APAC region. The agreement enables the integration of Telestream's [Vantage® media processing platform](#) alongside Vizrt's [Viz One](#) enterprise-class media asset management (MAM) system.

Telestream Vantage is the foundation for a broad range of enterprise-class transcoding and workflow automation software products that allow content owners, producers, and distributors to quickly, easily and efficiently ingest, edit, transform, package, monetize, and distribute their media. Marketing Vantage and Viz One as an integrated solution provides users with best-in-breed MAM and content transcoding resources. Both products are market leaders in their respective categories and their combination in a single integrated system solution provides greater return on investment in terms of operating efficiency, cost, and scalability.

Telestream Vantage offers a future proofed transcode solution for Vizrt – already the platform supports 4K formats and is HDR capable. Telestream is independent of companies that may compete with Vizrt, and its long-term development pathway for Vantage is guaranteed. A salient feature of both platforms is their open architectures and the ease with which they can be integrated alongside other third-party systems. Vizrt used the Vantage API to develop the integration between the two systems.

Currently the agreement applies to customers within the APAC region, although Telestream reports that both companies are investigating opportunities to extend it to other geographic regions. Already, the companies have received a strong positive response to the initiative. Telestream reports that it has secured a lucrative project in Bangkok with numerous other projects under negotiation.

“Vantage is the ideal partner for Viz One in that it provides a proven, solid transcode solution that compliments our MAM technology without compromising any system features and functions,” commented Straker Coniglio, Vice President Media Asset Management APAC at Vizrt. “Furthermore, working with Telestream we have developed tight integration that can help our customers achieve more efficient workflows. Telestream has a great track record of catering to the needs of the broadcast industry that is easy for us to buy in to.”

“This is a win-win-win scenario for both companies, but most importantly for the customers,” commented Mark Wronski, Vice President of Worldwide Sales at Telestream. “We are two like-minded companies, each bringing to the party elegant technologies that add significant value to customers’ operations. The result is a customer-focused solution that is a really easy sell. We look forward to working together closely with our colleagues at Vizrt.”

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About Vizrt

Vizrt provides real-time 3D graphics, studio automation, sports analysis and asset management tools for the media and entertainment industry. This includes interactive and virtual solutions, animations, maps, weather, video editing, compositing, and playout tools. Vizrt has customers in more than 100 countries worldwide including CNN, CBS, Fox, BBC, BSkyB, Al Jazeera, NDR, ITN, ZDF, Star TV, Network 18, TV Today, CCTV, NHK and the list keeps growing. Vizrt has nearly 600 employees and operates in 40 offices worldwide. Vizrt is a privately owned company by Nordic Capital Fund VIII.

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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