



NEWS RELEASE

Broadcast Asia Overview
Stand numbers: 4T3-01 and 4S3-05
23 - 25 May 2017
Marina Bay Sands, Singapore

Telestream Focuses on Multiscreen Operations at Broadcast Asia 2017

New live streaming and media processing functionalities empower APAC broadcasters and facilities to work more effectively, more efficiently and more profitably within a multiplatform environment

Nevada City, California, May 22, 2017 – [Telestream](#)[®] (stands 4T3-01 and 4S3-05), a leading provider of digital media tools and workflow solutions, will use Broadcast Asia 2017 to showcase new functionality within its enterprise-class streaming and media processing products. Forming the centerpiece of its technology showcase, Telestream's [Vantage](#)[®] [Media Processing Platform](#) 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.

Exhibiting at Broadcast Asia together with its regional channel partners, Techtel and Magna, Telestream will demonstrate why Vantage represents the best-in-class transcoding, workflow automation and media processing platform available to APAC broadcasters, facilities and content owners today.

Broadcast Asia 2017 is the first APAC regional exhibition since Telestream acquired quality control (QC) specialist, Vidcheck, and IneoQuest, the global leader in video quality monitoring and analytics solutions for content distribution across managed and unmanaged networks. In Singapore, Telestream will demonstrate how these two strategic acquisitions extend Telestream's market reach and enhance its customer proposition in a multi-platform OTT environment.

"We arrive at Broadcast Asia at a fascinating stage in Telestream's development," comments Scott Murray, VP of Corporate Marketing at Telestream. "We have posted our 17th consecutive year of profitable global growth and sales of our flagship Vantage intelligent media processing platform are growing across the APAC region. The strategic acquisitions of Vidcheck and IneoQuest provide clear differentiation in our customer proposition. In a dynamic multiscreen environment where consumer churn is a real issue, Telestream is the

only tech vendor that can guarantee high quality media delivery right up to the point of consumer consumption, on any device.”

Live streaming focus at Broadcast Asia 2017

Live production and live linear (VOD) applications form a key focus for Telestream at Broadcast Asia: the company will demonstrate how it is ramping up extensive, elegant features and functionality that address the specific needs of the live market. [Lightspeed Live Stream](#), and **Lightspeed Live Capture** are two applications that deliver real-time, enterprise-class streaming and capture for media and entertainment companies, corporations, government and education.

Lightspeed Live Stream solves the problem of preparing real time content for adaptive bitrate live streaming while Lightspeed Live Capture can independently record multiple channels of SD, HD or a single channel of UHD.

Telestream developed Lightspeed Live Stream in response to increased demand among news, sports, and special event broadcasters to simultaneously push live programs OTT. Lightspeed Live Stream encodes a live program at highest quality and simultaneously streams the output via an origin server or CDN.

The Lightspeed Live Capture application can be installed on the same server to simultaneously capture the source video into Vantage for further processing. Until now, file-based and siloed systems demanded a more serial workflow. By closely integrating the latest parallel file-based open workflows in Telestream’s Vantage platform together with the combined CPU/GPU power of Lightspeed Live, the fastest possible delivery of all assets is realized.

“At Broadcast Asia, we will showcase a number of product innovations that will enable APAC broadcasters and facilities to work more effectively, more efficiently and more profitably within a multiplatform environment,” stated Paul Turner, VP of Enterprise Product Management at Telestream. “These practical, real-world advances enable users to enhance and clearly differentiate their multiplatform OTT services while creating significant savings in their operational and content delivery cost structures.”

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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](#); [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.

Editor's note:

If any journalists would like to schedule a meeting with Telestream at Broadcast Asia, please contact Bob Charlton who will arrange for you to meet the relevant company executives.

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