



NEWS RELEASE

Telestream Vantage IMF Producer Automates IMF Package Creation from Adobe Premiere Pro Timeline

Vantage Panel interface streamlines IMF delivery for editors

Nevada City, California, April 15, 2020 – [Telestream®](#), a leading provider of workflow automation, media processing, quality monitoring and test and measurement solutions for the production and distribution of video, recently announced Vantage IMF Producer, a Vantage option that automates the creation of IMF (Interoperable Master Format) packages from Adobe® Premiere® Pro, an industry leader in video editing. Using a Vantage panel within Adobe Premiere Pro provides direct access and significant workflow efficiencies for editors wishing to use Vantage's comprehensive IMF processing and packaging.

IMF packages are the preferred method to deliver show masters to companies like Netflix, 20th Century Studios, Disney and many others. Through the use of automated processing, editing staff can focus on the creative functions of storytelling and pacing without worrying about the complexities of the IMF delivery format.

"While IMF has become the delivery format of choice for many media-services providers and production companies, Adobe Premiere Pro users need to primarily focus on the storytelling process," said Sue Skidmore, head of partner relations for Adobe video. "Having a plug-in panel to Adobe Premiere Pro for Vantage's automated IMF packaging workflows gives editors confidence they can deliver compliant IMF masters right from their Timeline."

IMF is a SMPTE standard for providing a single, interchangeable master file format and structure for the distribution of content between businesses around the world. IMF provides a framework for creating a true file-based final master. Part of the Vantage Media Processing Platform, IMF Producer automates the creation of all files required in an IMF package from a single output render of an Adobe Premiere Pro timeline. In addition to generating the primary package, editors can create additional sequences, which become supplemental IMF packages that contain different versions of audio, subtitles, edit points, Dolby Vision HDR metadata and more.

“The ability to manage IMF workflows in an application like Adobe Premiere Pro is an economical and highly powerful way of managing IMF supplemental package requirements,” says Scott Matics, Director of Product Management at Telestream. “Creating IMF Packages that properly conform to specifications is a complex endeavor, and by automating the task, we ensure that humans and computers focus on the skills they are best at.”

Vantage IMF Producer automatically creates well-formed supplemental IMF packages which can be sent to media management systems that can automatically extract the correct content for final distribution.

IMF Producer can process up to 4 jobs simultaneously from Premiere Pro. Using Vantage Timed Text Flip, IMF Producer also provides full support for IMSC-1 Subtitles. The subtitle feature is required for IMF packages and is frequently missing from other solutions.

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About Telestream

For over 20 years, Telestream® has been at the forefront of innovation in the digital video industry. The company develops products for [media processing and workflow orchestration](#); live [capture](#), [streaming](#), [production](#) and [video quality assurance](#); and [video and audio test solutions](#) that make it possible to reliably get video content to any audience regardless of how it is created, distributed or viewed. Telestream solutions are available on premises or in the [cloud](#) as well as in hybrid combinations. Telestream is privately held with corporate headquarters located in Nevada City, California and Westwood, Massachusetts.

For company and product information, visit www.telestream.net.

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