



**TELESTREAM**

**IBC Stand 7.411**  
**NEWS RELEASE**  
*For immediate release*

## **Telestream Brings Innovative Automation to More Digital Media Workflows at IBC2007**

**Amsterdam, Netherlands (IBC Show) September 7, 2007** – Today's consumer viewing preferences are driving the need to adopt new media technologies in a rapidly changing video environment. For content owners, creators and distributors that requires cost-effectively managing a multiformat workflow environment which not only supports transcoding between a broad range of input and output media file formats and devices, but extracting metadata, ingesting non-standard media, resizing, reshaping and branding media for multiple distribution platforms. Telestream, the industry-leader, brings the fastest, most innovative media workflow automation solutions to this week's International Broadcasters Convention in Stand 7.411.

FlipScan™, the newest extension to Telestream's industry-leading FlipFactory transcoding workflow automation products makes its debut at IBC. Responding to the need to filter, validate and ingest high-volume source media for the growing number of video websites and broadcasters inviting consumers to upload user-generated media, FlipScan automatically scans, analyzes and processes non-standard source media against user-defined business rules. The solution is currently being utilized in the Getty Images Media Management Services (MMS) platform to automate the management of incoming media. Telestream is demonstrating FlipScan and its integration with Getty Images' MMS solution at IBC.

Telestream's new Pipeline™ network encoder puts the tape deck on the network, making it accessible to anyone. Shipping this month, the Pipeline SDI encoding/decoding device features flexible tape ingest into Apple's Final Cut Pro and Telestream's FlipFactory and Episode products. Pipeline offers real-time, reliable DSP encoding to DV, IMX and MPEG-2 formats and is software-upgradeable to support new formats and features in the future.

Telestream's Episode™ Series encoding applications for the Mac are quickly extending their reach to a greater number of media workflows for Apple professionals. A new Image Sequence Importer imports digital film sequence and motion graphics files into Episode for encoding to virtually any format for editing, review and approval, or distribution. New Avid integration automates file transfer between Avid editorial environments and Episode, producing real-time DNxHD to ProRes encoding. Episode Engine, the ultra-fast server encoding solution now provides faster than real-time HD encoding directly to leading broadcast servers. For applications such as web publishing, a typical Episode Engine cluster produces Flash 8 files more than 20 times faster than real time.

Additional product enhancements being introduced at IBC include FlipFactory support for Thomson's new NexGuard™ forensic watermarking anti-piracy product. Telestream's Flip4Mac K2|Profile Component adds new HD support for seamless media file transfer between Grass Valley servers and Final Cut Pro editing systems.

Working closely with many partners to offer broadly-integrated, world-class workflow automation solutions is a critical part of Telestream's business. Telestream products are being demonstrated

throughout IBC halls in 16 partner stands. Plus, products from more than 20 partners are integrated into workflow solutions featured at Telestream's IBC stand. An open subtitling solution introduced this past spring with Screen Subtitling Systems is being featured in Telestream's stand which automatically transcodes media, burns in subtitles and delivers resulting files to multiple media outlets. Autodesk and Telestream are demonstrating live media file exchange between their stands at the convention center. Telestream is the only company that provides transcoding and bi-directional file transfer in and out of Autodesk systems.

New partner solutions with Microsoft and Adobe are being announced and demonstrated at IBC. Telestream announced participation in the Adobe Flash Media Solutions Partner program, supporting video and audio formats compatible with Adobe Flash Media Server 3 and Adobe Flash Player with its FlipFactory and Episode products. Expanding its business and technical partnership with Microsoft, Telestream announced Pipeline integration with Microsoft Interactive Media Manager. The Pipeline network encoding device provides media capture from tape or other baseband sources. Telestream also announced support for the creation of Microsoft Silverlight media presentations directly within its Flip4Mac digital media components for the Mac.

Telestream products and partner solutions are being demonstrated in Telestream Stand 7.411. To learn more, visit [www.telestream.net](http://www.telestream.net) and [www.flip4mac.com](http://www.flip4mac.com).

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**About Telestream** ([www.telestream.net](http://www.telestream.net) & [www.flip4mac.com](http://www.flip4mac.com))

Telestream products have set the standard with the world's leading media and entertainment companies, corporations, and government institutions for encoding-based workflow automation solutions. Telestream helps customers transform their media for distribution to web, mobile, DVD, cable VOD, podcast and broadcast platforms. From plug-in components and tape ingest to desktop applications and scalable enterprise-class systems, Telestream's high-speed solutions save users time, effort and money while increasing revenues. The company's solutions streamline media workflows for content owners, creators, and distributors in any industry segment. Telestream and its team of video experts are located in Nevada City, California, USA and in Stockholm, Sweden. The company is privately held.

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