

# Telestream Corporate Facts

Information Sheet

## Background

For more than two decades, Telestream® has been at the forefront of innovation in the digital video industry, pioneering file-based video transcoding and high-quality media exchange over IP networks. This laser focus on continuous innovation stems from the strong video and television pedigree of Telestream's management team. The company has been profitable since 2001 and has experienced double-digit revenue growth every year since. This has allowed the company to finance seven strategic acquisitions to expand its transcoding expertise and enter the live streaming, QC, video analytics and service assurance spaces. Today, Telestream continues to drive the industry forward by embracing agile software development methodologies that accelerate innovation in this highly dynamic and fast-changing market.

## Key Facts

Founded:  
1998

Headquarters Locations:  
Nevada City, CA, USA  
Westwood, MA, USA

Regional Offices:  
Oakland, CA

Beaverton Oregon

Sterling, VA

Bristol (UK)  
The Crescent Centre, Temple Back,  
Bristol, BS1 6EZ

Employees: 500

Worldwide sales channels:  
Direct, resale & online

Financials:  
Profitable since 2001  
Double-digit revenue growth  
every year  
Seven acquisitions  
Acquired by a private  
equity investment firm

Customers include:  
96% of the top US broadcast  
station groups  
80% of the top 25 US media  
companies  
82% of Fortune 100 companies  
Millions of consumers

Media Contact:  
North America  
Veronique Froment  
veronique@highrezpr.com  
Doug Hansel  
Doug@highrezpr.com  
+1 603-537-9248  
EMEA & APAC  
Bob Charlton  
bob@scribe-pr.com  
+44 20 7084 6335

## Business Description

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. Telestream products span the entire digital media lifecycle, including capture and ingest; QC, live and on-demand encoding and transcoding; captioning, playback and inspection, delivery, live streaming; workflow automation, and video analytics and service assurance for the entire workflow. Telestream is also known for providing unparalleled customer service and support, and prides itself on taking a true consultancy approach to customer relationships.

## Market Focus

Media, entertainment, post-production, and content creators, corporations, education, government, and consumers all rely on Telestream to simplify their digital media workflows. Robust products, reliable customer support, and quick response to evolving needs in complex video environments have gained Telestream a worldwide reputation as the industry standard for automated and encoding-based digital media workflows.

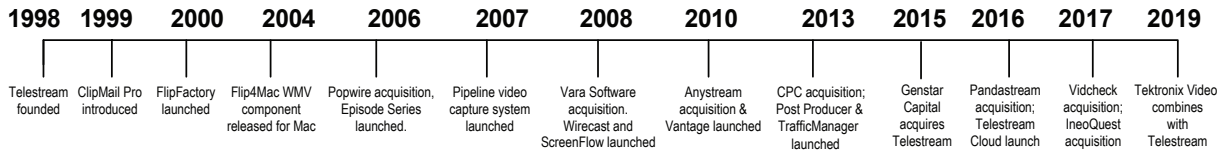
## Customers

Many of the world's most demanding media and entertainment companies such as CBS, BBC, CNN, FOX, CBC, Comcast, Direct TV, Time Warner, MTV, Discovery and Lifetime, 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. In 2006, Microsoft selected Telestream's Flip4Mac WMV product as its tool for providing Windows Media on the Mac platform. Since that time, there have been over 40 million downloads by 10 million users worldwide.

## Partnerships

Telestream partners with the industry's leading companies across the entire digital media lifecycle, from consumer to enterprise, including Apple, Akamai, Avid, Dolby, EMC, IBM, Microsoft, Panasonic, Sony, Ustream, and YouTube. These and other industry leaders have turned to Telestream to do the heavy lifting of live streaming, media reformatting, indexing, and metadata exchange to deliver end-to-end live and on-demand distribution of digital media content.





## Products

**ClipMail Pro**, Telestream's first product, was introduced in 1999 to provide high-quality media exchange over IP networks. ClipMail Pro grew into a successful family of products which have now been retired.

**Flip4Mac®**, now retired, brought Windows Media Components for QuickTime, revolutionizing the way Mac users worked with Windows Media on the Mac.

### Current Principal Products and Solutions:

**Vantage®** provides a complete family of world-class video transcoding and workflow automation solutions that enable file format conversion, device interoperability and intelligent workflow orchestration for multiscreen, OTT, broadcast, cable, and IPTV distribution, as well as production and archiving—on premises or in the cloud.

**Lightspeed® Server** GPU acceleration can be added to any Vantage Transcode product to provide the best image quality in the least amount of time.

**Lightspeed® Live Capture** provides encoding of real-time SD, HD and UHD into all of the common high-quality mezzanine formats in use worldwide, while simultaneously supplying a streaming proxy for each channel being processed.

**Lightspeed® Live Stream** provides enterprise quality adaptive bit rate encoding for SD, HD and UHD in AVC and HEVC (h.264 and h.265), while simultaneously supplying a streaming proxy for each channel being processed.

**Post Producer** is a production and delivery engine that automates repetitive production processes which would otherwise tie up editors and NLE workstations.

**TrafficManager** offers a full end-to-end solution for the ingest and management of ads and syndicated content at broadcast and cable facilities.

**Telestream Cloud** offers high quality cloud video services, including encoding (SaaS) in the cloud, timed text speech, and QC for your workflows. Telestream Cloud pricing is structured as pay-as you-go monthly subscriptions for quick scaling as your workflow changes—with no upfront expenses.

**MacCaption™** (Mac) and **CaptionMaker®** (Windows) enable authoring, repair and repurposing of captions for online, mobile and television delivery.

**Wirecast®** is the only cross-platform, all-in-one live streaming production software that enables capture, live production, and encoding of live video streams for broadcast to multiple servers and platforms simultaneously. **Wirecast® Gear** offers all-in-one live streaming production as a turnkey right out of the box.

**ScreenFlow®** screen recording and video editing software allows Mac users to capture their computer screens plus video and audio, and edit the content to create professional screencasts for web demos, training and video tutorials.

**Switch®** is a multifunction player that gives media professionals everything they need to play, inspect, and correct their media in one application.

**Vidchecker** is a Windows software application that removes the labor intensive tasks of manually checking video/audio file conformance. It is optimized for checking file-based video before and after distribution, and for use by broadcasters for checking files received from post production and content distributors.

**IQ Solutions** provide analytics to monitor, analyze and optimize video – independent of the screen or network – with end-to-end visibility into every subscriber, viewing experience, channel, and advertisement.

**Tektronix Video Products** provide video test, monitoring and quality assurance solutions for the broadcast and digital media markets. Products and solutions include Sentry, Aurora and Tektronix Video Waveform monitors.

