

Telestream Adds Major New Format and System Support for FlipFactory Products

V3.0 release unveiled at NAB2003 includes support for Avid OMF encode, Sony eVTR/MXF, Matrox decode, Windows Media 9, Floralica and more



Las Vegas, Nevada (NAB Show), April 7, 2003 – In response to customer requests for greater interoperability among digital systems, Telestream today announced the addition of important new format and system support for its FlipFactory family of workflow automation applications. FlipFactory V 3.0 software, being unveiled at this week's National Association of Broadcasters (NAB) convention includes support for Avid OMF encode, Matrox decode, Windows Media 9, Sony eVTR, VOD encode for nCube, Accom/Abekas and Panasonic servers, Floralica automation systems and more. Telestream's FlipFactory has become a vital tool for automated file exchange between professional video and audio formats and devices. These additions continue to add even greater value to the entire FlipFactory family.

While FlipFactory has previously supported Avid OMF decode and Avid QuickTime encode, the addition of Avid OMF encode is big news for post-production users. FlipFactory inserts timecode during OMF encode, enabling users to "flip" (automatically transcode and deliver) content directly into the Avid Media Composer with timecode in tact for on-line and off-line editing. Telestream also announced integration completion and availability in May for Avid Unity™ ProEncode™ software, the "broker" application which enables Avid users to submit media directly to the FlipFactory server for automated transcoding into leading digital and streaming formats. Using the familiar Avid interface and an Avid Unity seat license included with ProEncode, Avid users gain access to the FlipFactory server through the Unity network for fast access to stored media. Primary applications for this integration are content repurposing for the Web and transfer to broadcast servers. Telestream is offering a trade-in discount off the cost of FlipFactory software for current ProEncode users who upgrade to the new version of ProEncode.

System support has been added for Sony's new eVTR, enabling users to pull media files off the eVTR and repurpose them to other formats and devices. This is first system support from Telestream for the MXF format, the new standard for media file interchange.



The ability to decode Matrox files with FlipFactory is an important new feature for many broadcast and editing companies who have installed Matrox video cards in their systems, such as the Matrox DigiSuite. This new capability expands Telestream access to a large installed base of users. Matrox users now gain access to FlipFactory, providing them with automated, scalable transcoding to streaming formats for the Web and universal file exchange between digital formats and systems.

Encode and decode support for the popular new Windows Media 9 format has also been added to FlipFactory. Windows Media 9 provides users with exceptional video quality at lower bit rates, up to broadcast quality.

Telestream has added VOD encode support for nCube and other CableLabs-compliant VOD servers to FlipFactory. This allows broadcasters and content owners to automatically repurpose their content to other formats and systems for cable distribution, eliminating the time and cost of third-party encoding. FlipFactory now includes encode and decode support for additional broadcast servers: Abekas 6000 from Accom and the Panasonic AJ-HDR150. Automated transcoding and delivery between these servers and other formats and systems will be demonstrated in the Accom and Panasonic booths at the NAB show.

Additional editing system support includes Accom Stratosphere, Media 100 encode and Pinnacle Liquid. A Floral automation system interface has also been added to FlipFactory TrafficManager, providing important file transfer communication capability for many broadcasters.

New FlipFactory v3.0 software features are being demonstrated in Telestream Booth SU5661 at the NAB Show. V3.0 software will be available in June.



