

Telestream Expands ClipMail Family

ClipView receive and playback appliance ideally suited for creative review and approvals; enhancements announced for entire ClipMail family

Las Vegas, Nevada (NAB Show), April 7, 2003 – Telestream, the company that pioneered peer-to-peer exchange of high-quality media over global IP networks, unveils its latest ClipMail MPEG delivery appliance and enhancements to the entire ClipMail line at this week's National Association of Broadcasters (NAB) Convention in Las Vegas, Nevada. The new ClipView is a low-cost solution for users who want to receive and view high-quality video on TV monitors, for applications such as review and approvals, media asset management, and kiosk networks.

"We have seen a sharp increase in customer demand for the receive-and-playback capabilities of our ClipMail appliances, coming mainly from ad agencies like BBDO," said Dan Castles, president/CEO of Telestream. "ClipView provides the desirable, broadcast-quality viewing and ease of use of our other ClipMail appliances. By removing the encoding capabilities, we're able to offer an appliance that fits the price requirements for large-scale distribution to executive suites and boardrooms for review and approval."

ClipView automatically receives high-quality MPEG video sent over standard IP networks from other Telestream appliances or FlipFactory applications. Media are received and stored, much like email, until recipients are ready to view them on large-screen video monitors. Customers like BBDO are replacing VTRs in executive suites and boardrooms with Telestream appliances, which offer a more cost-efficient digital alternative to maintaining VTRs and searching, storing, dubbing, and shipping tape. Telestream also unveils major new v 4.1 software features for the entire ClipMail product line at this week's NAB show. Enhanced playback control provides users with precise, single-frame forward/reverse and fast-forward/reverse control for media viewing.

A new FTP auto-pull feature provides two significant advantages for ClipMail users. For those with network security restrictions, media can now be sent to an intermediary FTP server located outside the firewall. ClipMail will automatically monitor the FTP server for new content, and then pull the content into ClipMail where it is stored until users are ready to view it or offload the media to tape or disk. For users with multicasting applications, such as TV group distribution to many stations or review-and-approval by multiple viewers, media can now be sent to a central FTP server which is monitored by multiple ClipMail systems. Upon arrival, the content is automatically pulled into the individual ClipMail systems. This feature is useful for larger work groups sharing content across networks.

The new ClipView and v4.1 ClipMail features will be demonstrated in Telestream Booth SU5661 at this week's NAB Show. ClipView is available immediately. The ClipMail v4.1 software release will be available in June.

