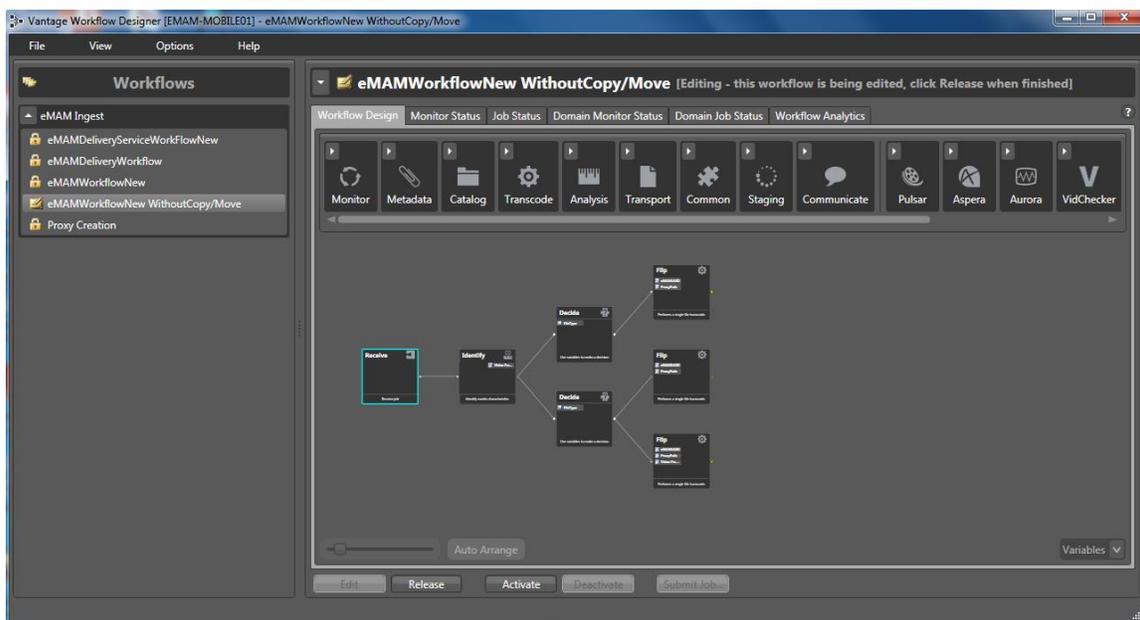


## Building a Powerful Combined Workflow Solution with Easy Universal Access.

Globalization and the explosive growth in the amount and usage of digital media content have created the need for specialized solutions and tools. These solutions and tools must provide a diverse and dispersed group of users an easy to use system to manage and move content across diverse boundaries. These tools are needed to automate and simplify a wide range of complex workflow processes.

With tight budgets and constant deadlines, users must look to maximize efficiency by simplifying and speeding up their processes. They must also easily adapt to a system as workflows and requirements change. Empress Media Asset Management (Empress) and Telestream have partnered to meet these needs through a tightly integrated eMAM and Vantage solution.

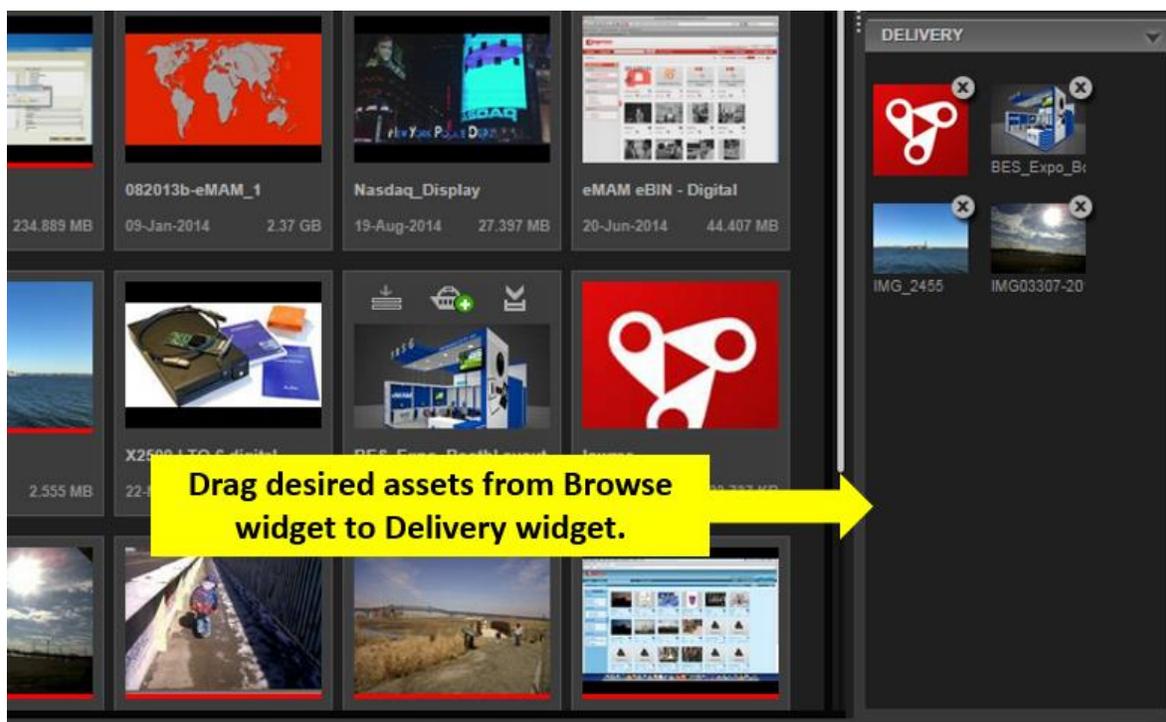
Adopting Empress's eMAM, users can open any browser or native tablet application to log, tag, review/approve, storyboard, share, distribute, and archive assets. eMAM uses proxy copies to provide worldwide access while managing the native content in different tiers or storage and archive in different locations, or in the cloud. The eMAM SuperAdmin Console allows IT staff to preconfigure and change system profiles, including ingest and delivery profiles. Users need only drag, drop, and select a profile.



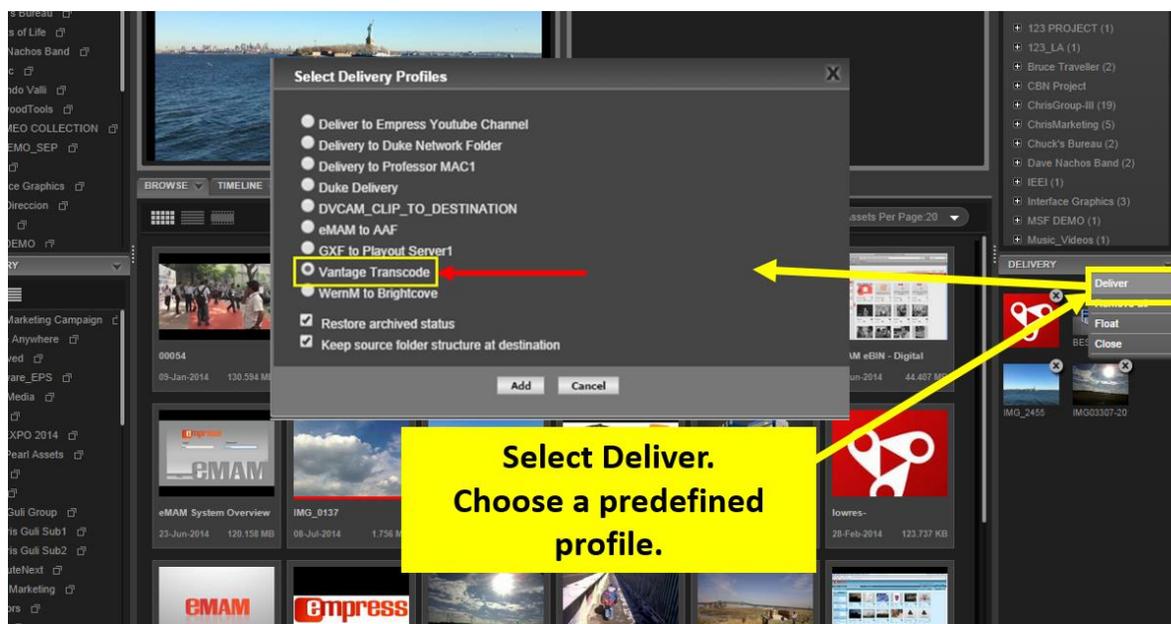
*Telestream Vantage Workflow Designer*

Telestream's Vantage has a wide range of supported transcoding formats and codecs. It offers configuration and formatting for challenging modern digital delivery requirements. It has direct interoperability with many of the leading workflow solutions, including QC, Compliance, File

Acceleration, Avid AAF, and more. The Vantage features are all tied together with a graphical workflow design tool that allows users to define and automate complex, multistep processes.

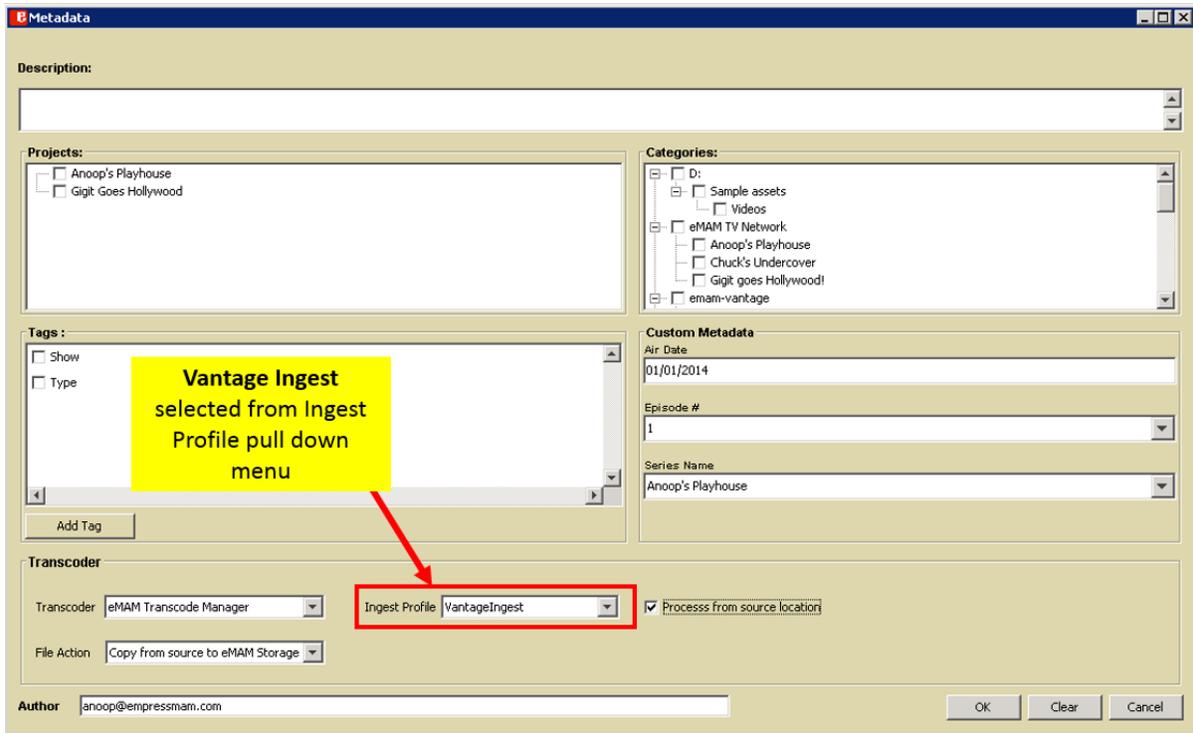


*Placing Desired Assets into the Delivery Widget*



*Selecting Delivery Profile from the eMAM Interface*

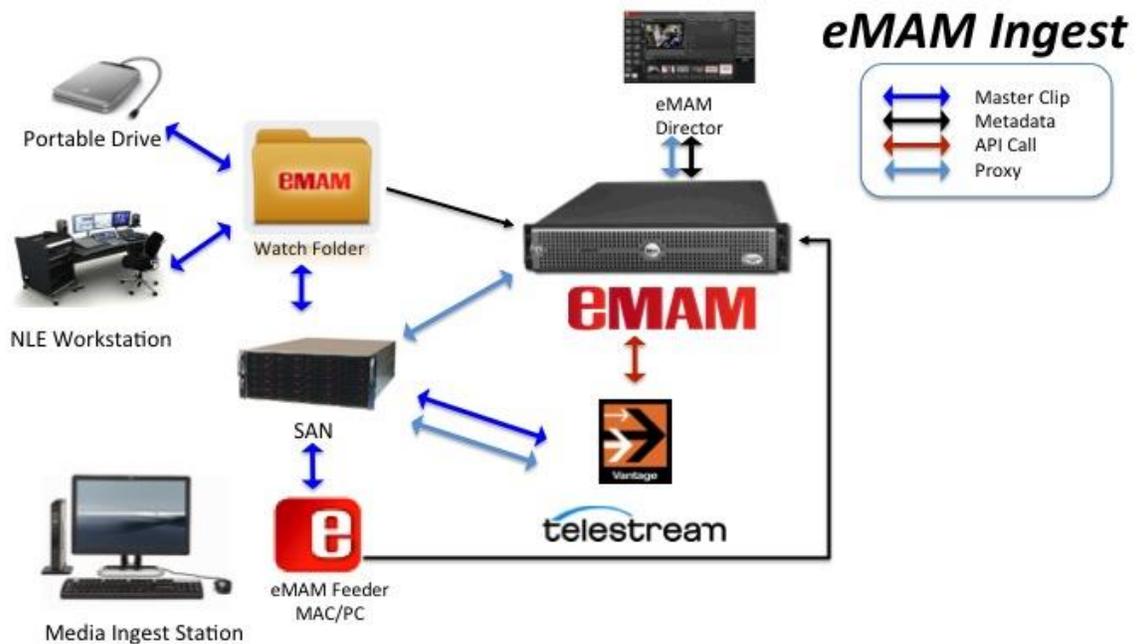
With an API level integration, users of the combined solutions need only drag and drop any asset stored in any location to the delivery cue, and then choose the appropriate predefined Vantage workflow to start any process. eMAM Feeder is an application that can work from any Windows, Mac, or Linux desktop to ingest and tag assets. eMAM Feeder users can choose any predefined Vantage ingest workflow to automatically trigger the automated workflow with the chosen assets.



*eMAM Feeder Ingest*

**eMAM**

eMAM & Vantage Workflow Design



**empress**

In summary, integration of eMAM with Vantage ingest and delivery profiles provides a very streamlined and flexible tool that can meet the demands of practically any simple to sophisticated production workflow. The Vantage graphical Workflow Designer allows the technical or administrative user to easily create simple or complex real-time decision tree branches to route assets to the appropriate destinations, while eMAM provides a user-friendly interface so that any user, technical or non-technical, can transparently participate in any complex workflow.

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### About Empress

Empress Media Asset Management, LLC is a privately held company providing media asset management and workflow management solutions for broadcast, media, and corporate clients including its eMAM EZ, eMAM Online, eMAM Vault, eMAM Workgroup, and eMAM Enterprise systems. It is part of the Empress family of Companies, which includes Empress Cybernetic Systems Private Limited, providing customized software development, and Empress Media, Inc, one of the largest distributors of blank recording media and supplies. For more information, visit [www.empressmam.com](http://www.empressmam.com)

### About Telestream

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. Many of the world's most demanding media and entertainment companies 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. Telestream products span the entire digital media lifecycle, including video capture and ingest; live and on-demand encoding and transcoding; captioning; playout; delivery; and live streaming; as well as automation and orchestration of the entire workflow. Telestream corporate headquarters are location in Nevada City, California. The company is privately held. For more information, visit [www.telestream.net](http://www.telestream.net).

Press contact for Empress:

Chris Guli  
212-643-4898  
[chris@empressmam.com](mailto:chris@empressmam.com)

Press contact for Telestream:

Janet Swift  
530-470-1328  
[janet\\_swift@telestream.net](mailto:janet_swift@telestream.net)