



PRESS RELEASE
For immediate release

WJCT Automates Video Workflow with Telestream Vantage

Broadcast station deploys Vantage to automate and integrate file-based video workflow processes, create intelligent workflows, and remove manual intervention

Nevada City, Calif., June 15, 2011 – [Telestream](#)[®], the leading provider of digital media tools and workflow solutions, today announced that Jacksonville, Florida-based WJCT, a local television and radio broadcast station, selected Telestream Vantage enterprise-class server software to solve a number of [video workflow](#) challenges. A long-time Telestream FlipFactory user, WJCT upgraded to Vantage to take advantage of its ability to automate a greater number of the station's workflow processes. Since implementing Vantage, WJCT has streamlined its operations, and enabled producers to create more content for television, radio and the Web.

"When I learned about Vantage, I knew that it would allow us to leverage our investment by automating more of our workflow processes," said Duane Smith, director of technology at WJCT. "Vantage has allowed us to work the real-time aspect out of almost all of our operations and work faster than real time. Our production arm is now able to spend more time creating and delivering new content, faster and more efficiently. And, we've now automated processes that were 100% manual prior to implementing Vantage."

[Vantage](#) allows WJCT to create *intelligent* video workflows that make decisions and perform actions, without requiring manual intervention. This includes determining if content is curtained or letterboxed, and automatically performing actions based on those findings. WJCT also uses Vantage to monitor editing systems, move and convert material for master control, the Web and the PBS Cove project with minimal user intervention. Additionally, Vantage is used to remove all real-time transfers of underwriting materials – from creation, approval, QA, and loading into the on-air server – with email notifications alerting everyone to the status of the process.

"WJCT is a perfect example of the unified approach that Vantage brings to solving diverse video workflow challenges across the enterprise," said Barbara DeHart, vice president of marketing at Telestream. "We're pleased that Vantage has enabled WJCT to tie together almost all of its file-based workflow processes."

Smith elaborates, "We use a large storage array and Vantage to tie processes together for seamless manipulation of content. Vantage provides automatic content ingest, sharing, conversion, analysis, delivery, and notification. Vantage has allowed us to more closely tie television and radio together with automated conversions and transfers out to the Web or delivery wherever it needs to be."

Telestream Vantage video workflow design, automation, and management software is built on a modular, affordable, future-proof platform. Vantage combines [video transcoding](#), capture, analysis, metadata processing, delivery and notification into a unified framework developed to meet the long-term needs of a rapidly changing video industry.

For more information about Telestream and Vantage, visit <http://www.telestream.net>.

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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 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. These companies choose to work with Telestream as they know they will get a trusted and highly skilled technical partner. Telestream products span the entire digital media lifecycle, including [video capture](#) and ingest; live and on-demand [encoding](#) and [transcoding](#); playout, delivery, and [live streaming](#); as well as management and automation of the entire [workflow](#). The company also partners closely with the industry's leading digital media companies across the entire digital media lifecycle, from consumer to enterprise. Telestream corporate headquarters are located in Nevada City, California. The company is privately held. For more information on Telestream, please visit www.telestream.net.

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