



TELESTREAM

Telestream Adopts Ambric for Pipeline HD Dual Real-time Ingest-encode Device

*Ambric's Am2045 Device and aDesigner Development Tool Suite
Enables Telestream to Achieve Real-time Performance and Get to Market
in a Third of the Time*

Beaverton, Ore. — September 10, 2008 — Ambric[®], Inc., announced that Telestream is deploying its new Pipeline[™] HD Dual product with Ambric's Am2045[™] Massively Parallel Processing Array (MPPA) devices. Pipeline HD Dual encodes two 1080i high definition streams into Apple ProRes 422 format in real time, offering significantly faster encoding times, greater density, and more format flexibility over other solutions available today. In addition to ProRes 422, Pipeline HD Dual is able to encode AVC-Intra, DNxHD/VC-3, DVCPRO HD, DV, IMX, and MPEG-2 formats, by utilizing the inherent programmability of the Ambric devices. These and other codecs are available as part of Ambric's **Rapid Media Processing[™] (RMP[™])** platform. **Both companies will be demonstrating their products at IBC in Amsterdam from September 12th through September 16th: Ambric in Hall 7, Booth J41 and Telestream in Hall 7, Booth C19.**

The TeraOPS-class Am2045 MPPA devices were chosen by Telestream in lieu of alternative solutions to meet aggressive time-to-market requirements and HD performance needs. "Using the RMP platform, we were able to develop three real-time codecs with two engineers in six months - more than three times faster than we would have achieved using FPGAs or DSPs," said Shawn Carnahan, CTO, Telestream.

The Am2045 MPPA powering the new Pipeline Dual HD product has enabled multi-format encoding on a single device. The highly scalable, massively parallel processors on Ambric's family of devices give customers a unique capability to radically increase their channel density.

"That the Telestream design reached production in such a short timeframe is a testament to our ability to get customers to market quickly while they still meet or exceed their performance requirements," said Joe Herbst, VP of marketing, Ambric.

About Ambric, Inc.

Ambric is the leader in massively parallel processor arrays (MPPAs), delivering more than one trillion operations per second (TeraOPS) of performance for embedded system designs. Founded in Beaverton, Ore., Ambric launched its first semiconductor chip in 2007, with 336 32-bit processors tied together in a self-synchronizing fabric. The patented BRIC™ architecture scales to tens of thousands of processors using a simple hierarchical object-based software development environment. Ambric's software development tool suite with its practical structural object programming model cuts design development time by more than half. The patented hardware fabric and unique programming model together offer customers a more deterministic, reliable, and faster time-to-market solution. Visit <http://www.ambric.com> for the latest news and information on the company.

About Telestream

Telestream products make it possible to get video content to any audience regardless of how it is created, distributed, or viewed. Throughout the entire digital media lifecycle, from capture to viewing, for consumers through high-end professionals, Telestream products range from components and encoding applications to fully-automated workflow systems. Telestream enables users in a broad range of business environments to leverage the value of their video content. Telestream corporate headquarters are located in Nevada City, California and its team of video experts is located in France, Germany, Sweden, U.K. and U.S. The company is privately-held. Visit <http://www.telestream.net> and <http://www.flip4mac.com> for more information.

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