



Press Release
For Immediate Release

DELUXE ADSERVICES ANNOUNCES GROUNDBREAKING INTEGRATION OF TELESTREAM VANTAGE SYSTEMS TO ENSURE FASTEST TURNAROUND TIMES IN THE INDUSTRY

Deluxe AdServices becomes first-ever company to automate end-to-end workflow for advertising management and delivery, improving turnaround times by 85 percent

Nevada City, Calif., and Burbank, Calif., April 9, 2015 – Telestream[®], the leading provider of digital video tools and workflow solutions, and Deluxe AdServices[™], a leader in providing highly reliable and innovative end-to-end advertising management and delivery solutions, today announced the integration of the Telestream Vantage media processing platform to centralize, automate and speed-up its entire secondary finishing and delivery pipeline for advertising content across all its facilities. This groundbreaking new product offering, an industry first for advertising management and distribution, will improve advertising turnaround times by 85 percent, making Deluxe AdServices the fastest system in the industry.

Deluxe AdServices offers comprehensive creative, distribution and workflow management solutions for agencies, advertisers, and post-production companies. With facilities in New York, Los Angeles, Dallas and Toronto, Deluxe AdServices specializes in providing the most complete and reliable suite of services to get advertising video ready-to-air, at higher quality, to thousands of broadcasting and digital outlets across multiple markets. From closed captioning, re-slating, and localization, to dubbing, logo insertion, duplication, QC, and tagging/versioning, Deluxe offers a wide range of production and post-production services to its clients.

With the installation of the Telestream [Vantage](#) platform, Deluxe AdServices has made additional advancements to automate most of the manual tasks in secondary post production services. This results in additional quality output improvements and faster turnaround times. As programmatic media buying becomes mainstream for video, speed will be critical.

“Deluxe knows content and it’s part of our DNA. Customers trust us to handle, manage, and distribute their advertising assets at the highest quality and to their exact specifications. By integrating Telestream, we will now do it faster than anyone else,” said Robert Burkhart, Vice President, Product Management at Deluxe AdServices. “With numerous locations around the country, we wanted to drive process and workflow consistency across our entire operations footprint. With Vantage, we were able to achieve this objective which in turn, further ensures the highest quality that our customers expect while improving industry turnaround times by factors up to 85%.”

“Deluxe AdServices is driving innovation in the advertising industry and we’re pleased to be part of this important initiative,” said Paul Turner, VP of Enterprise Product Management at Telestream. “By using Telestream’s Vantage software-enabled media processing platform, Deluxe AdServices is redefining traditional workflows that required resource intensive, manual processes into next generation workflows that leverage the latest technologies and innovation inherent in our platform.”

Using Vantage applications like [Post Producer](#), Deluxe AdServices can quickly create unique versions of spots for different affiliates, franchises, and branches of nationally recognized brands. This process is commonly called Bagging and Tagging, where an operator adds graphics and burns in titles and audio unique to individual locations. With Post Producer, all of the unique information is simply added to a programmatically delivered work order spreadsheet that Vantage reads, to automate the entire process.

Deluxe AdServices also creates programming content as well as advertising content, and handles the distribution of both. The Vantage platform is leveraged in both scenarios to orchestrate media movement and smart transcodes, based on the ordered destinations from the editing suite, all the way to Deluxe AdServices' Javelin distribution network. This level of automation and integration further improves time to market metrics.

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About Deluxe AdServices™

Deluxe AdServices is transforming the industry with the most advanced, reliable end-to-end advertising management and delivery solutions. Our singular focus is operating a fully integrated global supply chain for the acquisition, management and distribution of digital advertising content and video production services. Deluxe AdServices' vast, global distribution capability, and expertise in managing content, ensures faster delivery of higher quality audio, SD, HD, and UHD/4K assets for television broadcast, radio, and online, across all devices around the world. Deluxe AdServices is a wholly owned subsidiary of Deluxe Entertainment Services Group. For more information, visit www.deluxeadservices.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](#); [playback and inspection](#), delivery, and [live streaming](#); as well as automation and orchestration of the entire [workflow](#). Telestream corporate headquarters are located in Nevada City, California. The company is privately held. For more information, visit www.telestream.net.

Trademarked company and product names are the property of their respective companies.

For more information, please contact:

Telestream North America

Véronique Froment or Doug Hansel
veronique@highrezpr.com
doug@highrezpr.com
+1 603-537-9248

Telestream EMEA & APAC

Bob Charlton
bob@scribe-pr.com
+44 20 7084 6335

Deluxe AdServices

Tom Campo
tom@bobgoldpr.com
+ 1 310.320.2010

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