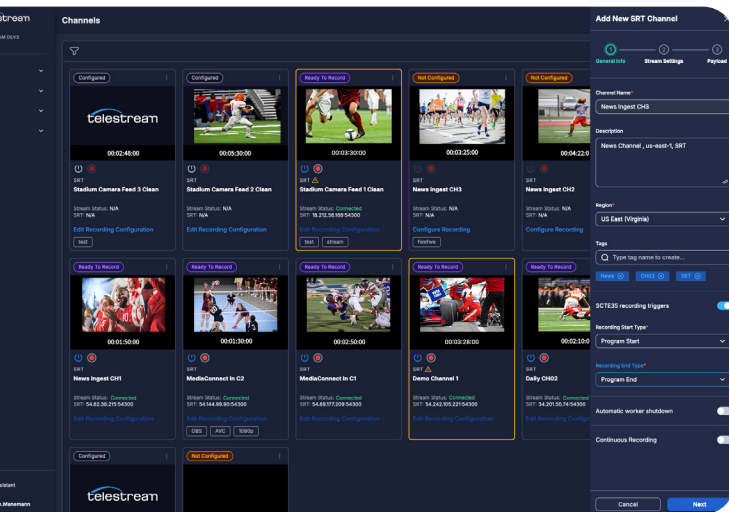


# Telestream UP

One Media Platform for Managing Modern Media Operations from Ingest to Delivery



## Executive Summary

The media and entertainment industry is entering 2026 shaped by a foundational shift in audience behavior. Total screen time is rising, but consumption is increasingly fragmented across emerging platforms and younger demographics—creating long-term pressure on traditional models of production, monetization, and delivery.

Telestream’s strategic response is centered around a platform-based approach that unifies historically separate tools into a more flexible, cloud-native future. Telestream UP brings every stage of production—from capturing raw footage to final delivery—into one interface. By using a single system instead of juggling tools from multiple vendors, companies can get their content to air faster and more reliably.

## The UP Advantage

UP delivers a tightly integrated set of cloud-native capabilities designed to simplify core media operations across ingest, automation, review, and monitoring. Each service is purpose-built and accessible through a common UI, API, and authentication model—ensuring consistency across the platform while enabling teams to adopt only what they need.

### Operational Benefits

**All-in-One Tool:**  
Replaces scattered software with one central user experience.

**Simpler Setup:**  
Requires much less engineering work to get running.

**Clear Oversight:**  
See the status of every live feed and file in real-time.

### Technical Benefits

**High Speed:**  
Built for low latency so the system responds instantly.

**Cloud & On Site:**  
Works on your local servers, in the cloud, or both.

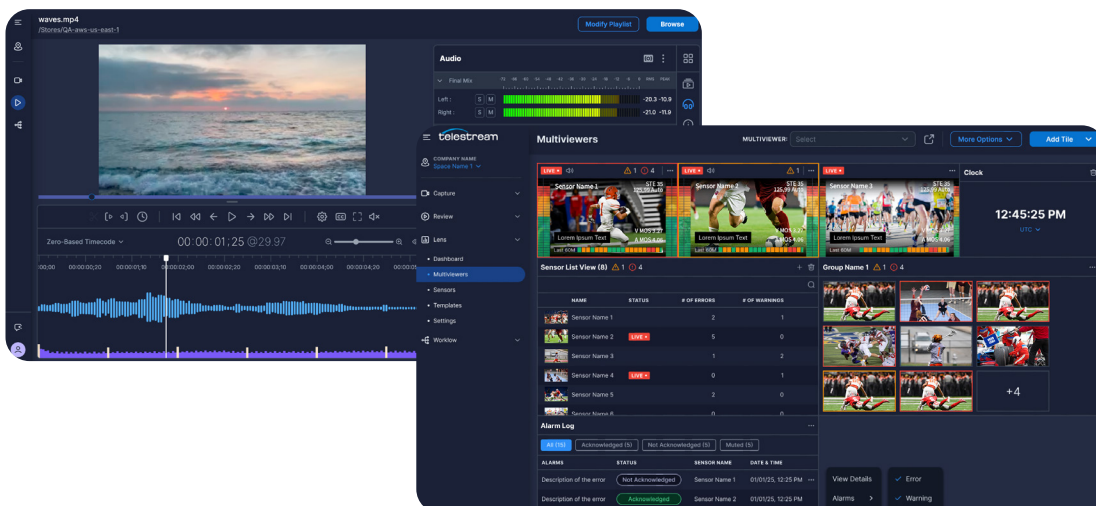
**Easy Integration:**  
Connects easily to the software you already use.

### Financial Benefits

**Pay-As-You-Go:**  
Pricing is based on how much you actually use.

**No Big Up Front Costs:**  
Moves expenses to a flexible monthly subscription.

**Scalable:**  
Works for a single small project or an entire global network.



## UP Core Services

At its core, UP is built on a shared platform architecture. Foundational services such as identity and access management (IAM), billing, logging, storage configuration, and notifications are available across all applications.

**UP focuses on the following set of streamlined, high-impact services:**



Cloud-native ingest that enables high-quality live capture directly into cloud and hybrid workflows.



Professional camera card and file-based ingest for sports, news, and mobile production, ensuring assets are organized and metadata-rich from the start.



A professional-grade, proxy-less playback service that allows distributed teams to review high quality content of any media file directly from S3 storage with full frame-accuracy.

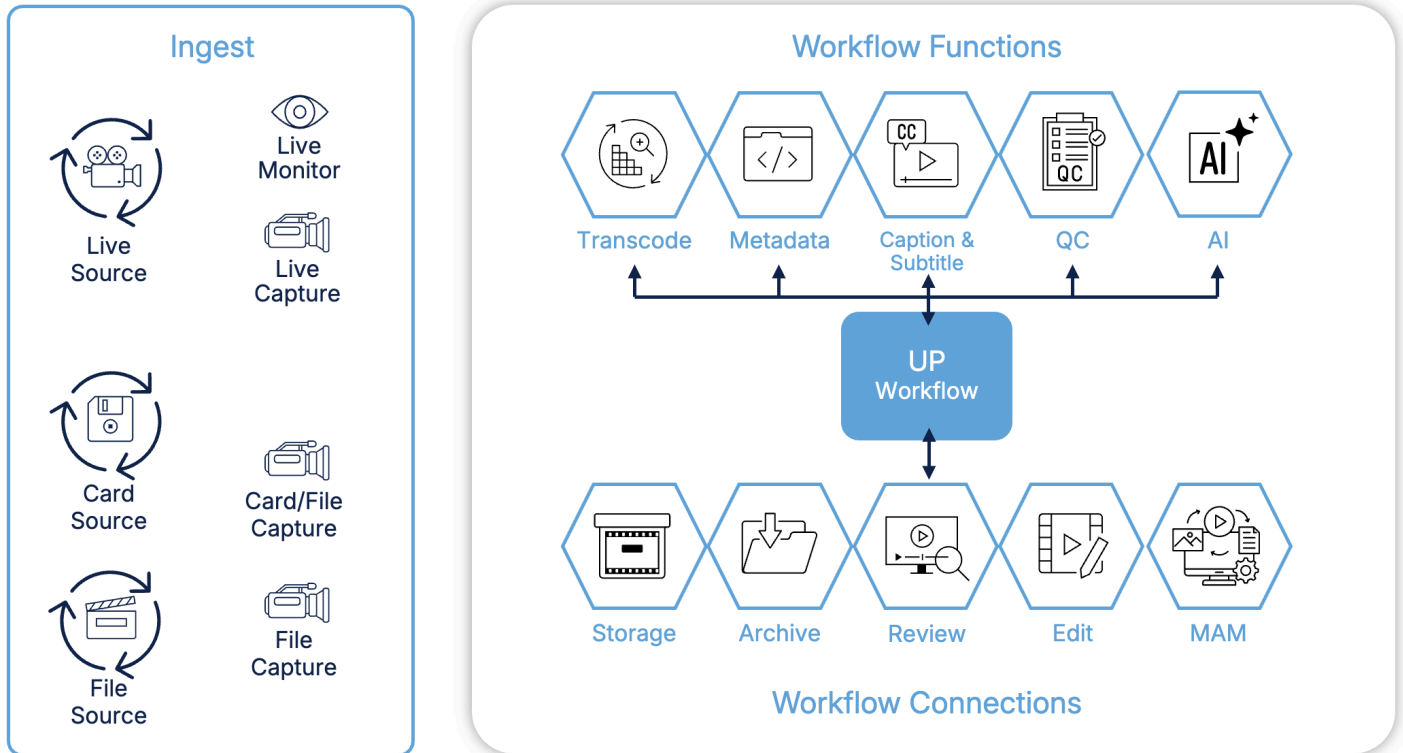


Real-time visibility and troubleshooting for SRT live contribution feeds, fusing multiviewer monitoring with deep signal analytics.



Low-code orchestration with embedded AI that allows users to connect capture, processing, and delivery tasks with drag-and-drop simplicity.

## Modular Service. Unified Operations.



### UP.Capture

Records live video directly into your storage. It removes the need for bulky hardware and handles high-demand events easily. Benefits include:

- **Direct Cloud Upload:** Moves video straight from the contribution feed source to the cloud.
- **Reliable Transport:** Uses SRT technology to keep video smooth even on shaky internet connections.
- **Best for:** Live sports, remote broadcasts, and digital archiving.

### UP.Ingest

The entry point for finished files. It ensures every clip is labeled, organized, and checked as soon as it arrives. Benefits include:

- **Broad Format Support:** Works with professional camera cards and mobile uploads.
- **Auto-Labeling:** Automatically pulls info (metadata) from files so they are easy to find.
- **Best for:** Field reporters and sports production teams.

## UP.Review

Eliminates the wait time usually required for "review and approve" cycles. You don't have to wait for low-res proxy files to be created or large files to download. Benefits include:

- **Instant Streaming:** Watch high-resolution master files directly from cloud storage (S3).
- **Frame Accuracy:** Pause and skip through video with precision to check quality or create clips.
- **Best for:** Editors, directors, and quality control teams.

## UP.Lens

Ensures your live feeds stay on the air. It combines a multiviewer with deep data analysis. Benefits include:

- **Multiviewer:** Watch multiple live streams at once on one screen.
- **Health Checks:** Automatically detects if a signal is dropping or losing quality.
- **Fast Fixes:** Find and diagnose technical issues before the audience notices.
- **Best for:** Control rooms and live stream engineers.

## UP.Workflow

The "brain" of the system. It uses a simple, no code workflow editor create extensive media processing workflows. Benefits include:

- **Drag-and-Drop:** Anyone can build a workflow by connecting different tasks visually.
- **AI Assistance:** Uses AI to help suggest or build automated paths for your media.
- **Best for:** Operations managers and automation specialists.

### UP represents a strategic evolution in how Telestream delivers value to a changing media landscape.

Rather than offering siloed tools or incremental upgrades, UP consolidates core capabilities into a cohesive, service-based platform that meets customers where they are—whether they operate traditional broadcast infrastructure, scale global streaming operations, or lead cloud-first content teams.

