

North Plains' Next Generation TeleScope Video Manager Unleashes the Power of Video

TORONTO, Ont. and NEW YORK, N.Y., June 1 (SEND2PRESS NEWSWIRE) – North Plains Systems, Inc., the leading provider of **digital asset management** (DAM) and media asset management (MAM) software solutions, today unveiled the latest version of its award-winning TeleScope Video Manager. The solution addresses the unrelenting demand for new content for both corporate marketing departments and broadcast, media, & entertainment (BM&E) companies. It provides needed support for video workflow and editing, secure digital video storage, simplified rights-managed access to the video archive, and seamless distribution capabilities across distributed organizations and third party agencies.

Organizations in every industry, including, BM&E, education, government, retail, pharma, manufacturing, publishing, etc, are using video as part of their core marketing activities to differentiate themselves from their competition. They need a sophisticated but simple-to-use solution for cost-effectively creating, editing, and distributing short and long form video across multiple platforms like YouTube, Cable/TV, etc. With this latest version of North Plains' TeleScope Video Manager, they now have an enterprise-class media asset management (MAM) system for simple, secure access to their digital assets through a fully customizable, branded and user-friendly interface. The award-winning solution gives them more control over the costs and processes normally associated with the creation, management, distribution and monetization of their organization's digital assets.

"The proliferation and adoption of video is everywhere, from digital distribution platforms to internet advertising and corporate training," said Hassan Kotob, President & CEO, North Plains Systems, Inc. "In the past, the complexity and costs associated with video production required companies to employ external production and editing resources. Today, North Plains' latest release of Video Manager enables organizations to become part of the creative process, thereby reducing the time and cost of production, all the while empowering corporations with more ownership, management, and involvement in the process."

Available in both fully installed and SaaS format, TeleScope Video Manager is ideally suited for organizations that create, ingest, distribute and sell all types of video assets. Widely used by creative professionals including video editors, marketing and advertising professionals and photographers, TeleScope Video Manager has quickly become the industry's most cost-effective way for creative professionals to introduce and manage video into their operations, business and service models.

New TeleScope Video Manager Features Include:

- : Completely customizable, production-friendly user interface
- : Customizable logging templates for video annotation
- : Drag and drop assets to timelines, then cut, transcode and deliver
- : Integration with NLE's, video servers and other file-based workflow systems
- : Advanced audio scrubbing
- : Multi-channel audio support.

Working closely with the industry's most recognized Fortune 500 companies, North Plains continues to raise the media asset management bar with innovative features and needed new functionality. North Plains TeleScope MAM solution has become mission-critical to organizations that require a single, centralized and secure platform for managing the end-to-end lifecycle of their video and rich media assets. TeleScope gives organizations the tools they need to streamline costly workflows and facilitates the migration from tape to file – giving organizations the ability to optimize their creative processes and capitalize on new revenue opportunities not previously considered possible with legacy systems.

North Plains' TeleScope™ Digital Asset Management (DAM) Platforms

TeleScope™ is an award-winning digital asset management platform that enables the secure access, management and distribution of all digital and rich media content across an entire organization. With its distributed and modular architecture, TeleScope is designed to meet the diverse range of rich media needs from small and mid-size businesses and design studios, to the complex business challenges of global enterprises. Whether you're a new creative 'shop' just starting out; growing so quickly that your asset inventory is getting out of control; or a globally distributed organization with millions of assets to manage, North Plains' TeleScope platform is ready to meet your unique business challenges.

About North Plains Systems, Inc.

Founded in 1994, North Plains Systems, Inc. is the world's leading provider of digital and video asset management solutions. With a portfolio of over 475 satisfied customers, North Plains' TeleScope platform streamlines the complexity of managing increasingly challenging digital asset environments. From centralized workflow optimization, asset creation, production and virtual collaboration, to delivery and distribution, North Plains provides end-to-end solutions that scale to meet your unique business requirements. Benefit from North Plains' proven deployment expertise and join its growing list of global customers, including: AOL, Boeing, Bowling Green State University, Gallaudet University, Harcourt, HarperCollins Publishers, Microsoft, Ogilvy and Mather, Playboy, Publicis Groupe, Publishers Clearing House, Rodale Inc., Sony Pictures Entertainment, The Utah Education Network, Viacom, and Warner Bros.

For further information please visit www.northplains.com.

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