

MediaSilo/Elgato Streamline H.264 Video Production Workflow

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MediaSilo and Elgato today announce direct upload capabilities from Elgato's Turbo H.264 HD encoder to MediaSilo's online video asset management system. The integration is available as part of Elgato's latest software update for Turbo H.264 HD and provides a seamless bridge between desktop assets and MediaSilo's online tools. MediaSilo offers online video review and approval, metadata creation, content management, web broadcast and Final Cut Server integration.

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"Our customers are very enthusiastic about Elgato's HD encoder and by automating file upload to MediaSilo we are taking another manual step out of the media management process. The new workflow dramatically accelerates the video encoding process for anyone working with HD content," said Kai Pradel, MediaSilo CEO. "Turbo.264 HD triples the encoding speeds for anyone working with high-res content and speeds up the upload to MediaSilo where the creative process can begin."

Mike Evangelist, spokesman for Elgato says "MediaSilo's client base allows us to reach out to the pro and prosumer and professional markets. The direct upload feature and our partnership with MediaSilo underlines our commitment to serve those markets and we're confident the Turbo.264 HD can play a key role in their workflow."

MediaSilo is a pioneer in online video collaboration and workflow, offering online video review and approval, metadata creation, content management, web broadcast and Final Cut Server integration.

"Elgato's Turbo.264 device in tandem with the MediaSilo platform allows users to collaborate or categorize content online in minutes, whether your workflow is HDV, AVCHD, DVCPHD or most any pro format," Pradel said. "Quick encoding and direct upload mean a more efficient workflow."

The Elgato Turbo.264HD integration marks another in a series of integrations by web-based MediaSilo, designed to improve workflow efficiency for its broad client base of video professionals. Recently the company announced integration with Apple's Final Cut Server, providing a web-accessible metadata interface for FCS assets in a permission-based environment.

Pricing and Availability:

The retail price for Turbo.264 is \$149 (USD). Ordering, specs and software downloads are available. MediaSilo offers a tiered usage plan to encompass the needs of a variety of users. The company's most popular offering is the "Hollywood" package which provides unlimited storage and bandwidth in addition to the standard toolset for just \$99 (USD) a month. Complete pricing, plans and offerings are available.

MediaSilo:

<http://www.mediasilo.com>

Elgato:

<http://www.elgato.com>

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

MediaSilo is Boston-based online media company created by video production professionals and web application designers to deliver an Internet based video content management and collaboration solution. MediaSilo is privately held.

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