



TELESTREAM

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Telestream ScreenFlow Celebrates First Anniversary with New Release

Award-winning, professional screencasting software offers smart choice for creating high-quality teaching, training and sales videos for the web

Nevada City, Calif., February 19, 2009 – February marks the first anniversary for Telestream's ScreenFlow™ screencasting application, and its thousands of users have plenty to celebrate. Now available, [ScreenFlow](#) 1.5 adds titling and text capabilities, customizable mouse pointers, audio effects and more to this popular screen recording tool. In its first year, ScreenFlow received four prestigious awards, built an enthusiastic following of thousands of users worldwide and received raving reviews from industry experts.

ScreenFlow is an easy-to-use, professional [screencasting](#) studio for Mac OS X Leopard that allows users to record, edit and share professional screencasts. This unique [screen recording software](#) captures the contents of a user's computer screens at the same time as their video camera, microphone and computer audio. Powerful post-production editing capabilities, allow users to easily enhance their video productions. Educators, software developers, trainers and bloggers use ScreenFlow as a cost-effective tool to create professional videos for the web that enhance learning experiences, presentations and product demonstrations.

Version 1.5 adds support for titling and text objects, including multiple fonts and styles that enable users to add striking titles to their [screencasts](#). New customizable mouse pointers include a finger pointer added specifically for iPhone developers to demonstrate iPhone applications. More than ten new audio effects allow users to add depth and warmth to their narrations. Professional, single-channel microphones can now be mixed into stereo automatically. Plus, users can now export their screencasts to Windows Media using Telestream's [Flip4Mac WMV](#) export components.

ScreenFlow has been heralded as a high-quality, cost-effective [video screen capture](#) tool that is easy to use for a variety of needs. Corporate training and marketing departments use it to embed video and audio into fast-moving Keynote presentations, to create product promotions and on-line tutorials. Educators use it for interactive teaching to more effectively connect with students, to create podcasts for iPods and iTunes, and for student project use. Web and software developers use it to create quick-help videos and appreciate its ability to zoom into screens and focus on windows. Support departments use it to capture customers' screens and solve customer issues.

According to MacDirectory, "ScreenFlow is unquestionably the best video tutorial tool available on the Mac."

Digital Web Magazine writes, "Putting together slick, professional-looking demo videos of web apps has traditionally been extremely expensive and time consuming. ScreenFlow is an amazingly simple piece of software."

Michael Pick with WebTVwire adds that this is "an incredible, breathtaking work of genius that is going to make my daily screencasts less of a chore, and more pleasurable than they have been for a long time...This is a game changer."

ScreenFlow is the recipient of two Apple Design Awards: Best Mac OS X Leopard Application and Best Mac OS X Leopard Graphics and Media Application.

Macworld magazine honored ScreenFlow with its prestigious 2008 Editors Choice Award stating, "If you need to record what's happening on your Mac's screen, this Eddy Award winner is the best tool for the job."

ScreenFlow also received the Best Screencasting Application award at Macworld 2009 from Macsparky who commented, "This paradigm shifting screencasting application changed the game for all screencasters."

ScreenFlow software (\$99) is available for a free trial and on-line purchase at www.telestream.net. It is also available for purchase through a network of Telestream resellers and affiliates. More information is available at www.telestream.net.

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About Telestream (www.telestream.net)

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 are located in France, Germany, Sweden, UK and US. The company is privately held.

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