



TELESTREAM

**NEWS RELEASE**  
*For immediate release*

## **Telestream Adds Support for Adobe Flash Platform and Streaming Services to Wirecast 3.5**

*Integration with popular live streaming service providers Mogulus and Ustream and support for Adobe Flash technology now available in Wirecast webcasting software*

**Nevada City, Calif., March 25, 2009** – Telestream® today announced the release of Wirecast™ 3.5, a live video production tool that allows Mac and PC users to create real-time or on-demand video broadcasts for the web. Wirecast 3.5 adds the ability to stream live video using the Adobe Flash Platform, the number one platform for video on the web, according to a January 2009 study by [comScore](#). Telestream also announced partnerships with leading live video streaming service providers, Mogulus and Ustream. These companies offer web video streaming services similar to YouTube, but for live broadcasting. Wirecast 3.5 integration allows users to quickly and easily produce Flash videos and use these services for live broadcasting over the internet to a global audience.

Telestream's Wirecast webcasting production software is the affordable 21<sup>st</sup> century alternative to expensive television broadcast hardware. For less than \$500, Wirecast users can quickly and easily capture live events and create professional video webcasts on computers or laptops for real-time web distribution from *any* location. All users need is a computer and an internet connection for broadcasting and viewing.

Wirecast is useful for a broad range of users and business needs, including broadcasting of live press or sports events, entertainment, university lectures, live business presentations, marketing or training and more. Wirecast makes it easy for *anyone* to share live experiences and build a global community.

When ready to go live, Ustream and Mogulus streaming services can be accessed directly from within the intuitive Wirecast 3.5 user interface. Mogulus offers two types of streaming services: Free (ad-supported) and Pro (white-label, no ads, pay per usage). Ustream offers a broadcast platform, which includes a free (ad-supported) and its Watershed professional service (simple, no ads, pay per usage webcasts), encouraging user interaction to empower an engaging experience for everyone involved.

"We're thrilled to work with Wirecast to enable our broadcasters and viewers additional production tools that enhance their experience," said Brad Hunstable, founder and president of Ustream. "Higher quality production integration coupled with our robust and reliable platform will deliver the best-of-breed live streams our users have come to expect."

"Our partnership opens up scalable, professional-looking, multi-camera broadcasting to thousands of live streaming producers," said Max Haot, CEO of Mogulus. "This affordable solution can be set up in minutes without the need to understand live streaming servers or purchase expensive broadcast mixing equipment."

Additional version 3.5 features include full user control of broadcast parameters, such as being able to turn streams on and off independently of one other, the ability to automatically reconnect when a streaming server connection has been severed, and the ability to disable Wirecast to automatically load a device, such as a camera, microphone or capture card.

“With innovative solutions like Wirecast, live Internet broadcasting is quickly becoming more affordable and mainstream,” said Laurel Reitman, senior product manager for Flash Media Server Solutions at Adobe. “It’s exciting to see new tools that empower users and businesses to share live experiences and build communities. Adobe is pleased to play a key role in enabling this new service.”

Wirecast will be demonstrated at the National Association of Broadcasters (NAB) convention in Las Vegas, April 20-23 in Telestream booth SL3305. Wirecast is available for a free trial and on-line purchase at [www.telestream.net](http://www.telestream.net). It is also available for purchase through a network of Telestream resellers and affiliates. Wirecast language support includes English, French, German, Italian, Dutch and Japanese. More information is available at [www.telestream.net](http://www.telestream.net).

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**About Telestream** ([www.telestream.net](http://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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