



**TELESTREAM**

**NEWS RELEASE**  
*For immediate release*

## **Telestream Unveils ScreenFlow V2.0 Screencasting Software for Mac Which Extends Video Sharing to YouTube**

*ScreenFlow Also Adds Advanced Editing, Elegant Transition Capabilities,  
Plus Free Publishing of Windows Media with Flip4Mac WMV Studio*

**Nevada City, Calif., August 24, 2009** – Telestream® today announced version 2.0 of its award-winning [ScreenFlow™](#) screen recording software for the Mac. Customers will now have the ability to easily upload and directly publish [screencasts](#) to YouTube. ScreenFlow Version 2.0 also adds advanced editing capabilities and elegant transitions across clips. In addition, V2.0 customers will receive free Flip4Mac WMV Studio, providing Windows Media export directly from within ScreenFlow. Named “Best Screencasting Application” at Macworld 2009, ScreenFlow is a cost-effective software toolkit that makes it easy for software developers, trainers, educators, and bloggers to capture, edit and deliver professional-quality [screen recordings](#) and video tutorials for the Web. ScreenFlow enables users to easily create training and promotional videos that enhance learning experiences, presentations and product demonstrations.

“ScreenFlow has been the recipient of four prestigious innovation awards to date. There’s no doubt that we changed the game in video screen capture when we released this product over a year ago,” said Barbara DeHart, VP of Marketing at Telestream. “We are committed to continuing the innovation that products such as ScreenFlow and Flip4Mac bring to millions of Mac enthusiasts worldwide. We think they will be as excited as we are with the YouTube and advanced editing capabilities, plus even more format support.”

Using a unique [screen capture](#) system, ScreenFlow records the contents of a user’s desktop while simultaneously capturing video and audio in real time. Powerful features allow users to highlight areas of the screen, add effects, show keystrokes and combine existing media into their screencasts. An easy-to-use timeline interface provides powerful post-production editing capabilities, allowing users to easily enhance their video productions.

Version 2.0 adds advanced editing capabilities that allow users to adjust the speed of clips during the recording and editing process. A full range of elegant new 2D and 3D transitions include page-curl, ripple, flash, swipe, cross-dissolve, dip to black or white, and more. Usability enhancements make it easier to access, move and manage stored project files in document packages, giving users more control over their media pieces. Productivity enhancements such as new keyboard shortcuts for resizing the timeline make editing even faster. In addition to all the new features, ScreenFlow V2.0 customers will receive [Flip4Mac® WMV Studio](#) (value \$49) through the end of 2009 to enable export of Windows Media content directly from within the ScreenFlow application.

The recipient of two Apple Design Awards in 2008, ScreenFlow continues to take advantage of the latest Apple technology, including Snow Leopard developments, to optimize ScreenFlow quality, performance and usability on the Mac OS X platform. ScreenFlow also received the Best Mac OS X Leopard Application and Best Mac OS X Leopard Graphics and Media Application Design Awards from Apple in 2008.

### **Pricing and Availability**

ScreenFlow V1.5 software (\$99) is currently available for a free trial and online purchase at [www.telestream.net](http://www.telestream.net). V2.0 is slated for release in September. ScreenFlow is also available for purchase through a network of Telestream resellers and affiliates. More information is available at [www.telestream.net/screenflow](http://www.telestream.net/screenflow).

####

Trademarked company and product names are the property of their respective companies

### **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 Flip4Mac WMV components and Episode encoding applications to fully-automated FlipFactory 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 is located in France, Germany, Sweden, UK and US. The company is privately held.

### **To request an interview or product review, press contact for Telestream:**

Janet Swift

ph: +1 530 470 1328

[janet\\_swift@telestream.net](mailto:janet_swift@telestream.net)