



TELESTREAM

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For immediate release

Telestream ScreenFlow 2.0 Screencasting Software Now Available

Professional-quality screencasting toolkit adds direct publishing to YouTube, a full range of 2D and 3D transitions, clip speed adjustments, editing enhancements and more

Nevada City, Calif., October 26, 2009 – [Telestream](#) today announced availability of a major 2.0 release for its award-winning ScreenFlow [screencasting](#) studio software for the Mac. ScreenFlow 2.0 customers can now export and upload SD and HD screencasts directly to YouTube. A full range of new 2D and 3D transitions allow users to add elegant effects to their video productions. Version 2.0 also offers more control over editing, video speed adjustments, audio level adjustments, keyboard shortcuts, the creation of document packages and much more.

“The best just got better,” reports Paul McGovern, lecturer in [media/digital applications](#). “ScreenFlow 2.0 is the perfect evolution in screencast development. It really is the one stop shop for all things screencast.” David Chartier, Chief Media Producer for Agile Web Solutions adds, “ScreenFlow 2.0 takes a good app and makes it great.”

[ScreenFlow](#) is a cost-effective software toolkit that makes it easy for software developers, trainers, educators, and bloggers to capture, edit and create professional-quality [screen recordings](#) and video tutorials for the web. The four-time award winning screencasting software is useful for the creation of training and promotional video tutorials that enhance learning experiences, presentations and product demonstrations.

According to screencast producer [Chris Beiting](#), “ScreenFlow is the secret weapon for my business. Version 2.0 makes my work faster and easier than ever before.”

ScreenFlow 2.0 includes a full range of 2D and 3D transitions such as page curl, ripple, spin, flash, cube, swipe, cross dissolve and more. Users simply push transitions together on a timeline, where they can control the time and speed of their transitions. Direct publishing to YouTube from within the [screencast](#) application is a new feature that saves users time and effort when uploading and sharing finished productions either publicly or with authorized viewers. Editing enhancements include the ability to adjust clip speed as well as to freeze a single frame of video and adjust the audio pace.

“ScreenFlow 2.0 sets the standard for Mac screencasting apps with elegant design, smooth workflow, and exceptional results,” says Scott Skibell at [skillcasting.com](#). “Screencasting will never be the same.”

The new audio ducking feature automatically lowers one audio when a second audio begins – for example, lowering the background music when a voiceover begins and automatically leveling it back up when the talking stops. ScreenFlow 2.0 adds the ability to detach audio from a video clip, so that audio and video can be edited independently. New keyboard shortcuts for pausing, recording, zooming and resizing make ScreenFlow’s powerful editing capabilities even faster. Creation of document packages streamlines workflows by allowing users to store all their clips and other media within a single package. Version 2.0 also allows users to copy and paste clips between documents which saves time and effort.

“ScreenFlow 2.0 raises the bar on pro-level screencasting,” said Chuck Joiner, Producer/Host at MacVoices. [Listen to MacVoices ScreenFlow 2.0 interview](#) with Barbara DeHart, Telestream VP of Marketing.

In addition to these and other new features, customers who purchase ScreenFlow 2.0 screencasting software between now and the end of 2009 will receive a free copy of Telestream's [Flip4Mac WMV Studio](#) (a \$49 value) which allows users to export Windows Media content directly from within the ScreenFlow screencast application for playback in Windows Media Player.

ScreenFlow 2.0 (\$99) is now available for a free trial and online purchase and the V2.0 upgrade (\$29) is now available for online purchase at www.telestream.net/screenflow. ScreenFlow is also available for purchase through a network of Telestream resellers and affiliates.

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About ScreenFlow (www.telestream.net/screenflow)

The recipient of two Apple Design Awards in 2008 (Best Mac OS X Leopard Application and Best Mac OS X Leopard Graphics and Media Application Design), 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 was named Best Screencasting Application at Macworld 2009 and received the Macworld 2008 Editors Choice Award.

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 include components, cross-platform encoding and live video streaming applications, plus 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 is located in France, Germany, Sweden, UK and US. The company is privately held.

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