



TELESTREAM

NEWS RELEASE

For immediate release

Cadence Selects Telestream for Live Streaming of CES Keynote Address

Telestream Wirecast used for reliable, easy-to-use live streaming of Ford's keynote speech

Nevada City, Calif., January 8, 2010 – [Telestream](#) today announced that Cadence Inc., a premier live event marketing and communications firm, chose Telestream [Wirecast webcasting](#) software to broadcast Ford's keynote address speech live from the Consumer Electronics Show (CES®) January 7 in Las Vegas. Cadence selected Wirecast because of its ability to encode live streams in real time to multiple streaming formats – Windows Media, QuickTime and Flash – and for its ability to immediately archive the video for new releases and online viewing by global audiences. The keynote address video is available for viewing on The Ford Story website at <http://fordlivemedia.cadence-inc.com/>.

"We evaluated several products but selected Telestream Wirecast for its reliable, multiformat [live streaming](#), ease of use, and excellent support," said Steve Auer, President of Cadence, Inc. "Everything worked flawlessly. Real time statistics of the Wirecast stream, such as bit rate and audio levels, made it easy for us to monitor the feeds and provided our operations center with critical information during the live cast."

CES is the world's largest consumer technology trade show, where the makers of the latest electronic products show off their wares. CES invited Ford President and CEO, Alan Mulally to deliver the opening keynote address because he has positioned Ford as a leading innovator in the automotive industry.

Ford chose [Cadence](#) because of the company's ability to provide a total, integrated live video event package. In addition to live video production, streaming to a content delivery network and archiving of the video for later online viewing, Cadence provides preshow promotions, tracking, analytics and reporting of the live webcast itself. Cadence has a strong foundation in production, audio-visual staging and logistics. In addition to Ford, Cadence clients include such well-known Fortune 100 companies as Pepsico, Kraft, Toyota, Xerox, and PhilipMorrisUSA, to name a few.

"We're honored that Cadence, a leading provider of live event services, selected Wirecast for this prestigious event," said Barbara DeHart, VP of Marketing at Telestream. "Wirecast provides an innovative and affordable solution for high-quality [video streaming](#) of all types of live events."

Wirecast is live video production software for Mac and Windows computers that is available for a fraction of the cost of broadcast hardware equipment. Developed specifically for live and on-demand [webcasts](#) (broadcasts for the web), Wirecast works just like a video switcher, controlling real-time switching between multiple cameras while mixing in other media such as pre-recorded video, audio, graphics and slides. With features such as chroma key, transitions, 3D graphics, and built-in titles, Wirecast offers high production value for the creation of professional webcasts.

To learn more about Telestream and Wirecast or download a free trial of Wirecast, visit www.telestream.net. To learn more about Cadence, visit www.cadence-inc.com.

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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 include cross-platform encoding and live video streaming applications, as well as fully-automated, enterprise-class video 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 the US and Europe. The company is privately held.

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