



PRESS RELEASE
For immediate release

Telestream ScreenFlow Chosen as Official BlogWorld Capture Tool

World's largest social media conference selects Telestream ScreenFlow screencasting software to capture more than 100 sessions for playback in the BlogWorld online education library

Nevada City, Calif., October 12, 2010 – [Telestream](#), a leading provider of digital media tools and workflow solutions, today announced that its ScreenFlow screencasting software has been selected to capture all of the conference sessions at [BlogWorld & New Media Expo 2010](#) which opens October 14 in Las Vegas, Nevada. Event organizers will use ScreenFlow to capture, edit and then export presentations for viewing after the event in the BlogWorld online education library, called "BlogWorld Virtual Ticket."

"We chose ScreenFlow because it is an affordable, easy-to-use solution for capturing educational content," said Dave Cynkin, co-founder and CMO of BlogWorld & New Media Expo.

BlogWorld organizers will use ScreenFlow software on MacBook computers to capture more than 100 conference sessions on-site, including presentation decks and audio. After the event, easy-to-use ScreenFlow editing tools will allow organizers to quickly edit captured video and audio, add titles, intros and outros, and then export finished pieces to downloadable movies. Organizers plan to offer the sessions via the [BlogWorld Virtual Ticket](#) for a fee after the event.

"We are delighted that ScreenFlow was selected as the official capture tool for BlogWorld 2010," said Barbara DeHart, SVP of marketing and business development at Telestream. "ScreenFlow is an ideal online marketing tool for internet marketers, educators and bloggers, making it easy to capture educational content, edit and then export movies for publishing on websites or blogs."

[BlogWorld & New Media Expo](#) is the first and only industry-wide tradeshow, conference and media event dedicated to promoting the dynamic industry of new media. With thousands of attendees, 300+ speakers, 150 educational sessions, and more than 100 exhibiting companies, it is the one place where visitors will find information for growing businesses with the latest new media communication technologies, social media marketing methods and tools.

Telestream is exhibiting at the conference in booth 503 where [ScreenFlow](#) screencasting software, [Videocue](#) video presentation software and [Wirecast](#) live webcasting software will be featured. For more information about ScreenFlow (\$99), Videocue (\$89), and Wirecast (\$449), free trial downloads, or online purchase, visit: www.telestream.net.

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About Telestream

Telestream provides world-class live and on-demand digital video tools and workflow solutions that allow consumers and businesses to transform video on the desktop and across the enterprise. Many of the world's most demanding media and entertainment companies such as CBS, BBC, CNN, FOX, CBC, Comcast, Direct TV, Time Warner, MTV, Discovery, and Lifetime, as well as a growing number of users in a broad range of business environments, rely on Telestream products to streamline operations, reach

broader audiences and generate more revenue from their media. These companies choose to work with Telestream as they know they will get a trusted and highly skilled technical partner. Telestream products span the entire digital media lifecycle, including [video capture](#) and ingest; live and on-demand [encoding](#) and [transcoding](#); playout, delivery, and [live streaming](#); as well as management and automation of the entire [workflow](#). The company also partners closely with the industry's leading digital media companies across the entire digital media lifecycle, from consumer to enterprise. Telestream corporate headquarters are located in Nevada City, California. The company is privately held. For more information on Telestream, please visit www.telestream.net.

About BlogWorld & New Media Expo

BlogWorld & New Media Expo is the first and only industry-wide tradeshow, conference and media event dedicated to promoting the dynamic industry of new media. Thousands of attendees will learn about Content Creation, Distribution, Monetization and Social Media Marketing strategies, including step-by-step techniques and bleeding-edge tools from the most successful and influential Bloggers, Podcasters, Vloggers, Online TV & Radio Broadcasters, Social Influencers, New Media Pro's and Online Journalists. The [Social Media Business Summit](#), an exclusive feature within the conference, is the world's premier social media business conference for business owners, marketing executives and online entrepreneurs. Attendees will learn how to effectively use social media to reach new customers, build communities around their brands and grow their businesses online with best strategies and social media practices. In the New Media Expo, attendees converge on the only comprehensive new media tradeshow to network, find solutions and make important new media strategy, service and product purchase decisions.

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