



**PRESS RELEASE**  
*For immediate release*

**Telestream Products Named as Finalists in Streaming Media Readers' Choice Awards**

*Episode Engine video transcoding software and Wirecast live webcasting software among top vote-getters as over 7,000 people cast 58,000 votes for products in 22 categories*

**Nevada City, Calif., October 21, 2010** – [Telestream](#), a leading provider of digital media tools and workflow solutions, today announced that Streaming Media magazine has named Episode Engine and Wirecast products as finalists in the [Streaming Media Readers' Choice Awards](#). Episode Engine video transcoding software made the short list in the *Encoding Software over \$1,000* category, and Wirecast live webcasting software made the short list in the *Webcasting/Presentation Solution* category. Winners will be announced during the [Streaming Media West](#) conference in Los Angeles on November 2.

"These finalists represent the best of the best in the eyes of the people who really matter: the people who use online video technologies every day," said Streaming Media editor Eric Schumacher-Rasmussen. "The fact that more than 7,000 people cast more than 58,000 votes in our 22 categories is just one more indicator of just how exciting and vibrant this industry is, and how passionately people feel about the products they use."

Telestream's recent launch of [Episode 6](#) brought [Episode® Engine](#) enterprise-class video transcoding software to Windows users. Episode Engine offers scalability from a single Mac or PC workstation up to very large multi-node, multi-platform server clusters. Support for virtually any video and audio file format simplifies format conversion in multi-format environments. With unlimited parallel processing and exclusive Split-and-Stitch® distributed encoding, Episode Engine [video transcoding](#) software is optimized for performance and speed.

[Wirecast®](#) desktop video production software allows Mac and PC users to easily create professional webcasts for live and on-demand viewing. With prices starting at \$449 and features that include chroma key, layering, transitions and lower-thirds, Wirecast [webcasting software](#) offers a cost-effective alternative to hardware broadcast solutions for streaming live events to the web.

"Episode Engine and Wirecast were developed to help users create compelling content and easily get it on the web and mobile devices for viewing anytime, anywhere," said Barbara DeHart, VP of Marketing at Telestream. "We are thrilled by the response and vote of confidence these products have received from Streaming Media readers."

Recent market research indicates a rapidly growing market for online video. [TechCrunch](#) coverage in September of a recent comScore report states that time spent watching live web video rose nearly 650% over the past year. An [In-Stat](#) report issued in August reports the multiformat transcoders market will grow by more than 250% over the five-year period ending 2014.

Telestream is exhibiting at Streaming Media West, a conference for the business and technology of online video, where Wirecast and the full line of Episode products will be featured in Telestream booth 51. More information about Telestream, Wirecast and Episode Engine, including free trial downloads and online purchase, can be found at: <http://www.telestream.net>. More information about Streaming Media West can be found at: <http://www.streamingmedia.com/Conferences/West2010/>.

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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](http://www.telestream.net).

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