



PRESS RELEASE
For immediate release

Telestream Releases Wirecast 4 Live Webcasting Software

Affordable live streaming software adds advanced video production capabilities for professional broadcast, entertainment and sports usage – all for under \$1,000

Nevada City, Calif., November 11, 2010 – [Telestream](#), a leading provider of digital media tools and workflow solutions, announced immediate availability of Wirecast® 4 live [webcasting](#) production software. Wirecast offers an affordable software alternative to costly hardware broadcasting solutions for producing compelling video broadcasts for the web. Wirecast 4 features a new Pro version along with a new intuitive user interface and integrated support for Blackmagic capture cards plus improved high-quality Main Concept H.264 and On2 VP6 Flash video formats. Wirecast Pro builds on existing advanced video production capabilities to add more rich graphic content, including 3D virtual sets and scoreboards. Wirecast Pro also includes input support for IP and HDV cameras and Telestream's Pipeline video capture system, providing greater flexibility in professional broadcast, entertainment, and sports environments.

The Seattle Seahawks put Wirecast 4 to the test. "We used Wirecast 4 in the production of our live streaming press conferences and web shows, and the overall experience was flawless," said Kenton Olson, Director of Digital & Emerging Media for the Seattle [Seahawks](#) and [Sounders FC](#).

"You don't have to be a television broadcaster with a television budget to produce live shows anymore," adds Benjamin Higginbotham, owner of [Spacevidcast](#). "Using Wirecast 4 with its support for Blackmagic capture cards and Main Concept H.264 format, I can create a professional-looking show in seconds for a fraction of the price and stream high-quality video to just about anywhere in the world. This is the start of something amazing."

[Wirecast 4](#) is now available in two product configurations for Mac and PC users: Wirecast (US\$449) and Wirecast Pro (US\$995). The new user interface – with enhanced shot editor, user-definable layers and source-settings editor – makes Wirecast even easier to use. New features include refreshed title templates (lower-thirds) and new input support for Blackmagic Intensity Pro, Decklink SDI and Decklink Duo capture cards. New, integrated destination support includes [Brightcove](#), a leading online video platform, and [Sermon.net](#), a major sermon network. In addition to 3D virtual sets and scoreboards, Wirecast Pro adds HDV and IP camera support plus enhanced audio controls with sync delay as standard features.

"Wirecast 4 is an amazing upgrade that raises the bar in live webcasting. New features and re-vamped user interface allow both the novice and seasoned professional to produce high-quality HD video content for streaming over a choice of live video publishing and distribution sites. With new Pro features like virtual studio sets, audio mixing and output to external monitors, Wirecast 4 offers price/performance and features that just can't be found in other products," said Jeff Zajas, video blogger at [RVTravelTV.com](#).

"With Wirecast, anyone can create powerful live webcasts and stream them to audiences on the web," said Barbara DeHart, Vice President of Marketing at Telestream. "All that is needed is a camera, a laptop and Wirecast to make affordable production and streaming a reality. Wirecast is used to create user-

generated content for sites like YouTube and Ustream, stream live event keynotes like CES and entertainment like Live Earth, in addition to government, house of worship and education venues.”

Wirecast is [video streaming software](#) that can be loaded on a laptop to broadcast live events and create professional webcasts from any location with only a computer and an Internet connection. Users can stream multiple live cameras while dynamically mixing in other media such as prerecorded video, audio and graphics. Advanced production capabilities include 3D graphics, transitions and built-in titles which merge seamlessly with Wirecast's layering system, allowing users to easily create live and on-demand broadcasts for the web. When ready to go live, broadcasts can be streamed directly to [live broadcasting](#) websites using Flash, QuickTime or Windows Media.

Wirecast 4 is now available as a free update for existing customers and as an upgrade to Wirecast Pro for US\$546. Wirecast and Wirecast Pro are available for immediate purchase and free trial download at www.telestream.net/wirecast. More information is available at 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.

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