Telestream Brings Online Video Software Solutions to Business Video Expo

Desktop video software products allow businesses to easily and affordably get video on the web, including corporate broadcasts, presentations, sale demos, marketing promotions and training tutorials

Nevada City, Calif., January 26, 2011 – Telestream®, a leading provider of digital video tools and workflow solutions, will demonstrate its desktop video software products in Booth 930 at Business Video Expo, which takes place in conjunction with ITEXPO East 2011 in Miami Beach, February 2-4, 2011. Telestream products allow businesses to get video on the web for live and on-demand viewing. With its rich heritage in video compression, production, and video networking, Telestream is uniquely suited to solve today's online business video challenges.

"You don't have to be a video professional to create professional-looking video," said Barbara DeHart, Telestream vice president of marketing at Telestream. "Our desktop video applications allow businesses of all sizes to easily and affordably create, edit, encode, and broadcast video using software running on laptop and desktop computers for live streaming or publishing to the web." Telestream products are used by the world's leading media and entertainment companies, by most Fortune 100 companies and millions of consumers.

Telestream Wirecast live webcasting software allows high-quality production and live streaming of business broadcasts for a fraction of the cost of traditional hardware products. Developed specifically for live and on-demand webcasts, 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 (green/blue screen), transitions, 3D graphics, built-in titles and virtual sets, Wirecast offers high production value for the creation of professional webcasts.

Cadence Inc., a premier live event marketing and communications firm, used Wirecast to broadcast Ford's keynote speech live from the 2010 CES show. "We 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."

Scott Baker, COO and co-founder of The B-Cast, adds, "The beauty of this system is that you don't need all the traditional broadcast crew and gear, such as camera operators, technical and production crew, video switcher and teleprompter. The webcaster wears all those hats and controls all those functions."

Telestream ScreenFlow screencasting software for the Mac makes it easy for software developers, trainers, and bloggers to capture, edit and create high-quality screen recordings and video tutorials for the web. The four-time award-winning software is useful for the creation of training and promotional video tutorials that enhance learning experiences, presentations and product demonstrations.

Chris Converse at Codify Design Studio used ScreenFlow to produce two DVD video publications for Adobe software products. He chose ScreenFlow because it offers extensive post-production capabilities

and allowed him to enrich the video experience. "We captured our video tutorials in one long capture, and then used the post-production tools in ScreenFlow to add in effects to better tell our story."

Telestream will demonstrate two additional products at Business Video Expo. Episode muliformat media encoding software allows businesses to encode video to any format for viewing on any screen, including TV, computer, and the growing number of mobile phones and portable viewing devices, like the iPad. Videocue video presentation software with built-in teleprompter allows businesses with little or no video experience to easily create rich multimedia presentations. Users simply add text from a speech into the teleprompter, add live camera, titles and graphics, and then hit record as they read from the teleprompter and video automatically appears in the presentation.

More information about Wirecast ($449-$995), ScreenFlow ($99), Episode ($495-$3,995) and Videocue ($89), as well as free trial downloads and online purchase are 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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