



PRESS RELEASE
For immediate release

Pixel Corps Streams Live from San Francisco with Telestream Wirecast

Wirecast selected to provide live broadcast streams from Macworld and the FCPUG Supermeet

Nevada City, Calif., January 28, 2011 – [Telestream](#), a leading provider of digital media tools and workflow solutions, today announced that its Wirecast [live webcasting software](#) has been selected by Pixel Corps, a guild of digital media content creators, for use at two major events this week in San Francisco. Wirecast will be used to stream live broadcasts from the floor at Macworld 2011 Expo, as well as from the Final Cut Pro User Group (FCPUG) Supermeet on Friday evening, January 28.

"Wirecast is the easiest way to switch multiple cameras and stream live to multiple destinations at multiple compression rates and resolutions," said Alex Lindsay, Chief Architect at Pixel Corps. "I do not know of any other software system that is as flexible as Wirecast, in terms of being able to do all of this from one consumer computer. It's a great live streaming production tool."

At Macworld and the Supermeet, Lindsay will use Wirecast to create lower third graphics and transitions, and to stream video broadcasts live to [Pixel Corp's website](#) and to the [Supermeet website](#). Lindsay will roam the Macworld show floor with a live video backpack. These feeds, along with green screen 3D video and stereo broadcasting being composited in Pixel Corps booth, will be submitted directly to Wirecast for live streaming and recording to disk.

"We're honored that Pixel Corps and its team of well-respected digital media craftsmen selected Wirecast for these important events," said Barbara DeHart, VP of Marketing at Telestream. "Wirecast provides an innovative and affordable solution for high-quality [video streaming](#) for all types of live events."

[Wirecast](#) is live video production software for laptop and desktop computers that is available for a fraction of the cost of broadcast hardware equipment. 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, and graphics. With features such as chroma key, transitions, 3D graphics, and built-in titles, Wirecast offers high production value for the creation of professional webcasts.

More information about Wirecast and Telestream can be found at www.telestream.net. More information about Pixel Corps can be found at www.pixelcorps.com.

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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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