



PRESS RELEASE
For immediate release

FilmmakingCentral Selects Telestream Wirecast for Live NAB Webcasts

*FilmmakingCentral Live @ The NAB Show to broadcast news live from the show floor
using Telestream Wirecast live video production and streaming software*

Nevada City, Calif., March 23, 2011 – [Telestream](#), a leading provider of digital media tools and workflow solutions, today announced that its Wirecast [live webcasting software](#) was selected by NAB show media partner, [FilmmakingCentral](#), to stream live broadcasts from the show floor during the National Association of Broadcasters (NAB) Convention in Las Vegas, April 11-14, 2011.

"This is the second year that FilmmakingCentral Live @ The NAB Show is broadcasting using Telestream Wirecast live webcasting software," said Dave Basulto, founder of FilmmakingCentral. "We're sticking with Wirecast because it's dependable, easy to use, highly portable, and it just works."

FilmmakingCentral Live @ The NAB Show will interview a wide range of companies geared toward the filmmaker and online content creator. News will also be broadcast about the latest gear and what's hot at the show from Booth SL12005. Live show webcasts will be available for viewing on FilmmakingCentral's Website (<http://bit.ly/fmclivenab>) and on the NAB Show Website. The [FilmmakingCentral Facebook](#) page will also host live show feeds along with information about daily giveaways.

Wirecast is the industry's first live, full-production [video streaming software](#) solution in a box for any desktop. It can be installed on a laptop to broadcast live events and create high-quality productions from any location with only a computer and an Internet connection. Wirecast works just like a video switcher, allowing users to control real-time switching between multiple cameras while dynamically mixing in other media such as prerecorded video, audio and graphics. With advanced features such as chroma key, 3D graphics, transitions, layering, built-in titles, virtual sets and scoreboards, Wirecast offers high production value for the creation of live and on-demand broadcasts for the Web. When ready to go live, users can broadcast directly to [live broadcasting](#) websites using Flash, QuickTime or Windows Media.

Additionally, Wirecast will be used by Pixel Corps to live stream the Final Cut Pro User Group (FCPUG) SuperMeet at NAB on Tuesday evening, April 12, from Bally's Hotel. This is the second FCPUG SuperMeet being streamed this year by Pixel Corps using Wirecast. Live broadcasts will be available for viewing on Pixel Corp's website (www.pixelcorps.com/live) and the FCPUG SuperMeet website www.supermeet.com.

According to Alex Lindsay, chief architect at Pixel Corps, "Wirecast is the easiest way to switch multiple cameras and stream live to multiple destinations at multiple compression rates and resolutions. 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."

New [Wirecast](#) webcasting features will be demonstrated at the NAB Show in Telestream Booth SL3309. For those unable to attend the show, Telestream is featuring Wirecast along with its other products and Wirecast partner solutions during TelestreamLIVE, a series of live broadcasts from the show, being streamed by Wirecast at www.justin.tv/telestreamlive.

For more information about Telestream and Wirecast, visit www.telestream.net. For more information about Filmmaking Central, visit filmmakingcentral.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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