



NAB Booth SL3309
PRESS RELEASE
For immediate release

Telestream Unveils Wirecast Live Webcasting Software Features at NAB Show

Seamless partner integrations with LiveU video-over-cellular, Teradek Cube video-over-WiFi, Matrox Multi-Ingest, Viewcast Osprey and audio support for Skype increase choices for live broadcasting

Las Vegas, the NAB Show™, April 11, 2011 – [Telestream®](#), the leading provider of digital media tools and workflow solutions, today announced key partner integrations and new features for its Wirecast® live [webcasting software](#). Wirecast and Wirecast Pro provide live switching, production and streaming capabilities that allow anyone to easily create real-time or on-demand video broadcasts for the web. Wirecast 4.1 enables users to broadcast live interviews with remote speakers and guests with Wirecast Desktop Presenter, which now adds audio to existing video support. Partner integrations – with LiveU for its video-over-cellular transmission backpack; Teradek Cube™ to stream HD video over WiFi; Matrox Multi-Ingest to enable four simultaneous HD-SDI inputs; and Viewcast Osprey capture cards – provide greater flexibility in professional, live broadcast environments.

Version 4.1 integrates audio with video in Wirecast Desktop Presenter to provide support for Skype or any chat client. When combined with Wirecast's ability to display multiple camera feeds on a single screen, this allows users to see and hear multiple speakers or guests for news or video talk show programs. Users can broadcast the desktop of any computer connected to the network during [webcasts](#) with Wirecast Desktop Presenter, which is particularly useful for video gaming, training webcasts, and product demonstrations.

"[Webcasting](#) is becoming more and more popular in the enterprise because it enables executives to convey rich, engaging messages to far-flung audiences," said Steven Vonder Haar, research director of Interactive Media Strategies. "With a platform that now integrates audio and video from presenters in multiple locations, Wirecast adds a unique blend of flexibility and communications power that sets the stage for executives to create even more dynamic ways to convey messages to employees, customers, prospects and partners."

Partner Integrations

Wirecast integration with the [LiveU](#) bonded 4G LTE/3G video transmission backpack provides a portable solution that is ideal for live news, sports, entertainment, and enterprise video. The solution allows users to either:

- transmit live video from roaming LiveU backpacks to a remote Wirecast computer (Windows only), for editing and distribution from the main location, or
- feed a fully-produced, single or multi-camera live show from Wirecast software to a LiveU backpack at any location for high-quality transmission (Mac and Windows).

This provides a more robust and resilient uplink than using a single aircard or a WiFi connection in the field, and offers a more affordable and flexible alternative to satellite uplink or ethernet. LiveU integration is especially useful when combined with Wirecast Pro's advanced [live video production](#) features such as virtual sets and scoreboards. At NAB, Telestream is using LiveU backpacks to transmit the news while roaming the show floor.

"LiveU provides great and easy uplink from anywhere; Wirecast provides great switching and graphics, and both solutions are portable and cost-effective" said Ken Zamkow, director of sales and marketing at LiveU. "Together, our complementary products make live web production from any location much easier for experienced broadcasters, and they open a slew of high-production-value opportunities for new types of online content creators."

Wirecast Pro integration with [Teradek Cube™](#) turns any camera into a wireless camera. Users simply plug any HD-SDI or HDMI camera into Teradek Cube™ to encode and submit camera feeds directly over WiFi to Wirecast. This integration is being demonstrated by Telestream and Teradek at booths SL3309 and C11831.

Wirecast integration with [Matrox Multi-Ingest](#) capture card enables four simultaneous live HD-SDI inputs into Wirecast or Wirecast Pro for Mac. This is useful for journalists and videographers capturing and producing live broadcasts from the field using multiple cameras. It also solves the common challenge of how to efficiently add more camera sources to Wirecast software running on standard desktop computers. The Matrox/Telestream solution combines improved capture and resource utilization with the best in live production.

“Producers of live web video productions strive for audience engagement and one of the best ways to enliven an event is with a multi-camera shoot that captures the action from all angles,” said Wayne Andrews, product manager at Matrox. “Now, with the powerful combination of Wirecast Pro software, the Matrox Multi-Ingest card capture card, and a MacPro, switching between up to four high-quality camera feeds is easy.”

Support for Viewcast Osprey video capture cards is also included in Wirecast and Wirecast Pro 4.1 for Windows. Integrated support includes Osprey 240e, 450e & 700e capture cards.

[Wirecast](#) is a live video switching, production and streaming tool that can be installed 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, images and sounds. 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 at the NAB Show

Wirecast and Wirecast Pro 4.1 are being demonstrated at this week's NAB Show at Telestream booth SL3309 where broadcasts are being streamed daily on TelestreamLIVE at www.justin.tv/telestreamlive. NAB media partner, FilmmakingCentral, is using Wirecast to stream daily live broadcasts from the show floor on the FilmmakingCentral Website and the NAB Show website. Wirecast is also being used by Pixel Corps to stream the Final Cut Pro User Group (FCPUG) Supermeet at NAB on Tuesday evening, April 12 from Bally's Hotel on the Pixel Corp Website and the [SuperMeet Website](#).

Availability

Wirecast and Wirecast Pro 4.1 will be available as free upgrades in Q2 2011. Wirecast 4.1 is priced at \$449 and Wirecast Pro at \$995. Wirecast products are available for a free trial and online purchase at www.telestream.net. They are also available for purchase through a network of Telestream resellers and affiliates.

For more information about Telestream and Wirecast, visit <http://www.telestream.net>.

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Trademarked company and product names are the property of their respective companies.

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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About LiveU

LiveU (www.liveu.tv) provides a broadcast quality, video-over-cellular backpack solution that allows live video transmission (HD and SD) from any location around the world by bonding together multiple 3G, 4G (LTE/Wimax), and other data connections. With top-tier customers in 60+ countries across five continents, LiveU's solutions have been in use at high-profile events, including the red carpet at the Academy Awards®, GRAMMY Awards®, Super Bowl, Brazilian Carnival, World Cup in South Africa, 2008 Beijing Olympic Games and President Obama's inaugural train ride from Philadelphia to D.C. The company is based in Paramus, NJ and Kfar Saba, Israel.

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