



PRESS RELEASE
For immediate release

Ellegy Streams Live Web Coverage of the International GT Open Using Telestream and Matrox Technology

Ellegy, Ltd. deploys Matrox Multi-Ingest video capture and Telestream Wirecast Pro live webcasting software to live stream the International GT Open car championship to Web viewers

Nevada City, Calif. and Montreal, Canada, July 14, 2011 – [Telestream®](#) and [Matrox®](#) Video Products Group today announced that London-based [Ellegy Ltd.](#) has deployed Matrox Multi-Ingest video capture card and Telestream Wirecast® Pro live webcasting software to capture and stream live Web coverage of the International GT Open car championship races in seven countries across Europe. Ellegy Ltd. is a promotion and media production company that specializes in motorsports. Upon being named the official advertising agency for the International GT Open in January 2011, Ellegy decided to expand its media services to include a live program dedicated specifically to Web distribution.

"We chose Matrox and Telestream because they fit our Apple hardware requirements and because of their exceptional customer relationship programs which enable us to instantly solve any technical issue," said Brian Lavio, CEO at Ellegy, Ltd. "Our new Web program allows us to provide more content, including live camera transmission from the pit lane and live interviews."

The Matrox Multi-Ingest and Telestream Wirecast solution was used to stream live coverage at the May event, [Circuit de Nevers Magny-Cours](#) in France, and the [Circuit de Spa-Francorchamps](#) in Belgium in June. It will be used throughout the remainder of the season for the following events which can be viewed at [www.gtopen.net](#):

- Brands Hatch Circuit in England, in July
- Red Bull Ring Circuit in Austria, in August
- Autodromo do Algarve in Portimao, Portugal, in September
- Autodromo Internazionale di Monza in Italy, in October
- Circuit de Catalunya in Barcellona, Spain, in October

"Integration of Matrox Multi-Ingest with Telestream Wirecast Pro allows journalists and videographers to simultaneously switch between four live HD-SDI cameras which is perfect for live event coverage such as the International GT Open," said Barbara DeHart, vice president of marketing at Telestream. "We are delighted that Ellegy chose our joint solution for this highly-respected event."

"Matrox Multi-Ingest and Telestream Wirecast Pro provide a huge step forward in our workflow," adds Lavio. "Multi-camera live Web production opens new doors for our company by allowing us to explore new business opportunities for offering full-HD video to the Web."

Ellegy Ltd. is one of the first companies to deploy the integrated Telestream/Matrox solution which will be available later this month. For more information about Ellegy Ltd, visit [www.ellegy.com](#). For more information about Telestream and Wirecast, visit [www.telestream.net](#). For more information about Matrox and Multi-Ingest, visit [www.matrox.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 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. 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](#). Telestream corporate headquarters are located in Nevada City, California. The company is privately held. For more information, visit www.telestream.net.

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About Matrox

Established in 1976 and celebrating its 35th anniversary this year, Matrox through its Video Products Group, is a market leader in HD/SD digital video hardware and software. Matrox technology powers a full range of content creation and delivery platforms used by broadcasters, post-production facilities, project studios, corporate communicators and videographers worldwide. Matrox is a privately held company headquartered in Montreal, Canada, with representation and offices in the Americas, Europe, and Asia. For more information, visit www.matrox.com/video.

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