



**PRESS RELEASE**  
*For immediate release*

## **Telestream Releases ScreenFlow 3.0 Screencasting Software**

*Award-winning screen recording and video editing studio offers Mac OS X Lion compatibility plus support for new Lion features and numerous new content creation and workflow efficiency tools*

**Nevada City, Calif., August 10, 2011** – [Telestream](#)<sup>®</sup>, a leading provider of digital media tools and workflow solutions, today announced a major release for its award-winning ScreenFlow<sup>®</sup> [screencasting software](#) for the Mac. ScreenFlow 3.0 adds Mac OS X Lion features plus numerous creativity tools, including freehand callouts and video annotations, which allow users to emphasize and embellish portions of their screencasts. Extensive new timeline features combine with audio and export improvements to make it even easier to create professional-looking screen recordings for the Web.

"We are committed to continuing the innovation of our award-winning ScreenFlow products with this release," said Barbara DeHart, vice president of marketing at Telestream. "ScreenFlow 3.0 allows software developers, trainers, educators, and bloggers to quickly and efficiently capture, edit and create amazing video tutorials, promos, and training videos that enhance the learning experience and online product demonstrations."

### **Creatively highlight screen details**

New freehand callouts allow users to draw directly on a [screen recording](#) to highlight specific regions of the screen using a paintbrush tool. The ability to create a box that blurs sensitive onscreen information is also now available. New video annotations allow users to emphasize details of their screen recordings by drawing circles, squares, lines and arrows over the video content. Users can also adjust the annotation's size, color, position, shadows and thickness, as well as add movement and transitions.

"ScreenFlow 3 provides huge productivity improvements for us," said Veit Irtenkauf, CEO and co-founder of [Digital Dazzle](#), LLC. "In the past, we had to use third-party tools to highlight specific regions of the screen, blur sensitive information and draw freehand video annotations. With ScreenFlow 3, we can now do these directly inside the video editor, which speeds up our video editing workflow and allows us to turn around customer change-requests more quickly. ScreenFlow remains our editor-of-choice for our corporate video services."

"When we make demo videos, we need to blur credit card information without distorting the rest of the screen. I love this new feature in Screenflow 3.0. It's a huge time saver for us," adds Chris Johnson and Jason Moore, founders of [Simplifilm.Com](#).

### **Greater efficiency and control**

Improved timeline features enable greater efficiency and give users more control over the editing process. Timeline enhancements include the ability to easily reorder, resize, and remove tracks, as well as add space and close gaps in tracks, which saves time and steps. The ability to group and ungroup clips makes it easier to organize media for larger, more complex projects.

Audio improvements in ScreenFlow 3 allow users to instantly see the effects of volume changes in the timeline, remove background noise, and maintain smoother volume levels throughout their videos.

Export improvements include a new iPad preset and the ability to publish video directly to Vimeo from the ScreenFlow screencasting interface. Users can now customize and manage their own export presets, making it easier to save and retrieve their favorite settings. The ability to see the duration of exports is another new workflow efficiency feature which gives users visibility of exports in progress.

"I love the new group and ungroup features in ScreenFlow 3.0," comments Dr. Timothy P. Jenney, host and producer of [Lighting the Lamp](#). "When used with the lock feature, I can now move large chunks of edited material around without destroying the placement of other edited material. This will make my life a lot easier."

### **Lion-rich features**

ScreenFlow 3.0 continues to take advantage of the latest Apple technology, including Mac OS X Lion compatibility and key new Lion capabilities. Support for Automatic Save means that once a file is named, users never need to save it again. This provides crash protection and version control, allowing users to retrieve and restore multiple earlier versions of their work. Overlay scroll bars are now available in ScreenFlow plus full screen viewing for editing or playback.

"As someone who makes many screencasts, ScreenFlow has always been the best solution for my needs," said Michael Glasser at [Prescott Computer Guy](#). "Now with ScreenFlow 3, my workflow has been streamlined. I can blur sensitive details on screen, correct the most common audio problems right in the program, and use the newest goodies provided by Lion such as full screen editing. Telestream has provided another winner."

[ScreenFlow](#) is the recipient of numerous awards, including two Apple Design Awards. ScreenFlow 3.0 is now available for \$99. An upgrade from V2 to V3 is available for \$29 and an upgrade from V1 is available for \$49. For more information, a free trial or online purchase, please visit [www.telestream.net/screenflow](http://www.telestream.net/screenflow). ScreenFlow is also available for purchase through a network of Telestream resellers and affiliates as well as the Mac App Store.

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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](#); [payout](#), [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](http://www.telestream.net).

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