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PRESS RELEASE
For Immediate Release

Telestream and Ustream Partner to Offer Robust Live Video Production Applications for Broadcasters of All Levels

Ustream Producer family of desktop applications, powered by Telestream Wirecast technology, expands to offer Ustream users a new level of power and flexibility for live broadcasting to the web

Nevada City and San Francisco, Calif., August 25, 2011 – Telestream (www.telestream.net), the leading provider of digital media tools and workflow solutions, and Ustream (www.ustream.tv), the leading live and interactive broadcasting platform, today announced the expansion of a successful OEM partnership which puts Telestream Wirecast live video production technology in the hands of Ustream subscribers. Ustream Producer Studio is the latest product to emerge from Ustream's successful family of Producer products which were originally launched in 2010. Since that time, [Ustream Producer products](#) have grown to over a half million downloads. With today's launch of Producer 2.0, the family of Ustream desktop streaming media applications expands to include three products ranging from free to \$549: Ustream Producer for any user; Ustream Producer Pro, an advanced application; and the new Ustream Producer Studio, a powerful application for professionals.

"We are excited to extend our live video production technology to Ustream users who broadcast tens of thousands of shows each day on Ustream," said Barbara DeHart, Vice President of Marketing at Telestream. "The Ustream Producer family provides the perfect combination of rich video production tools with live interactive broadcast services for Ustream subscribers."

The [Ustream Producer](#) product line includes a scalable range of high-quality, live streaming production solutions for both Mac and PC. Leveraging the power of Telestream's [Wirecast](#) architecture, Ustream products allow for the creation of custom productions and offer various intuitive and slick broadcasting features using an interface which is easy to use for any broadcaster. Ustream users, ranging from beginner to advanced level, are able to stream professionally produced content by incorporating music, image transitions, picture-in-picture, and more with the click of a button.

These solutions are meant to provide any user with the ability to broadcast high quality and engaging content on a limited budget. Ustream Producer is a free application. Users can also upgrade to Ustream Producer Pro for \$199 to enhance the sophistication and gain more control of their broadcasts. New Producer Studio, priced at \$549, offers yet another level of power and flexibility with features that include IP and HD camera support, chroma keying, scoreboards, virtual sets, and much more.

"Producer 2.0 is enhanced across all versions with improved encoding support, intelligent bandwidth monitoring and an even easier-to-use interface. Broadcasting to Ustream has never been easier. With the introduction of the Studio version, we are able to offer our pro-level broadcasters the most advanced streaming program on the planet, tailored specifically to work with Ustream," said Alden Fertig, Product Manager at Ustream.

"I think the most important thing to note is that Ustream made improvements to the Producer software based on community feedback," said Internet Entrepreneur and Media Personality, Chris Pirillo. "They listened to ardent supporters and adjusted the experience accordingly. That's the way to do it!"

To learn more about Ustream Producer, download the free Producer software, and purchase Producer Pro or Producer Studio, visit <http://www.ustream.tv/producer>. To watch a product demo, visit <http://www.ustream.tv/producerdemo>. To learn more about Telestream and Wirecast, visit www.telestream.net.

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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.

About Ustream

Ustream, Inc. is the leader in live and interactive video streaming. The interactive platform connects broadcasters and viewers of unlimited size through innovative technology including co-hosting video features, IRC chat, Facebook, and Twitter. Ustream's free and premium solutions allow any broadcaster to create their own customizable channel with robust social and notification features to enhance visibility and virality across multiple platforms. In addition to activating the embeddable features on external websites, users are able to broadcast and view content while interacting in real-time directly from mobile phone devices, tablets, streaming players, smart TVs, and more. The company attracts millions of users ranging from music artists, celebrities, politicians, athletes, corporate executives, animal enthusiasts, and gamers which has contributed to Ustream's Guinness World Record for the "Most Content Ingested by An Online Video Service". For more information about Ustream, visit www.ustream.com and follow us on our socials: Twitter (@Ustream); Facebook (facebook.com/Ustream).

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