



PRESS RELEASE
For Immediate Release

FilmmakingWebinars.com Selects Telestream ScreenFlow Screencasting Software

Application is used exclusively for recording, editing and publishing live web events

Nevada City, Calif., September 29, 2011 – [Telestream](http://www.telestream.net)[®], the leading provider of digital media tools and workflow solutions, today announced that its ScreenFlow[®] [screencasting software](http://www.telestream.net/screenflow) has been selected by FilmmakingWebinars.com as the company's application of choice for recording and editing all of its webinars. Owned by NewMediaWebinars.com, LLC, [FilmmakingWebinars.com](http://www.filmmakingwebinars.com) creates and produces live webinars for filmmakers working in film, video and the web. The company has standardized on ScreenFlow to create on-demand versions of the webinars.

"The ability to record, edit and then publish our live events, all within ScreenFlow, has made our lives easier," said Marcelo Lewin, founder of FilmmakingWebinars.com. "We can go from live event to on-demand deployment in a couple of hours. The speed of getting our events out and sold is key to our business model, and ScreenFlow plays a big part in helping us do this quickly."

The company records its live webinars on multiple Mac computers using ScreenFlow. Recordings are immediately copied to a central location for back up. Then, producers jump right into editing and output the finished production to a .mov 720p video – all using ScreenFlow.

"With one app, we are able to quickly go from live event to edited, on-demand event in a couple of hours," adds Lewin. "We love the speed and rendering quality of ScreenFlow."

[ScreenFlow](http://www.telestream.net/screenflow) screencasting software is used by trainers, educators, bloggers, and software developers to quickly and efficiently capture, edit and create video tutorials, promos, and training videos on their Macs. Users can add images, text, annotations, music and transitions to create a professional-quality video that is ready for publishing to a website, blog or directly to YouTube or Vimeo. ScreenFlow is the recipient of numerous awards, including two Apple Design Awards.

FilmmakingWebinars.com produces educational webinars that are taught by filmmakers known in their field as experts. In addition to the live and on-demand webinars, the company offers filmmaking tools created for and by filmmakers, the Digital Filmmakers Podcast, available on iTunes and its site, and a blog written by its presenters.

For more information about Telestream and ScreenFlow, visit <http://www.telestream.net>. For more information about FilmmakingWebinars.com visit <http://www.filmmakingwebinars.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.

About NewMediaWebinars.com, LLC

NewMediaWebinars.com, LLC, owner of FilmmakingWebinars.com, creates and produces educational based and information rich, live webinars focused on various vertical markets. Some of those verticals include digital filmmaking, web development, photography plus many other topics. We are not and will never be marketing fronts for companies. All of our webinars are taught by working industry professionals known in their field as experts. The live and on-demand webinars offered through FilmmakingWebinars.com focuses on digital filmmaking and filmmakers working in Film, Video and the Web.

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