



PRESS RELEASE
For immediate release

Telestream ScreenFlow Selected as Official BlogWorld Capture Tool

World's largest social media conference uses Telestream ScreenFlow screencasting software for the second year in a row to capture sessions for playback in the BlogWorld online education library

Nevada City, Calif., November 1, 2010 – [Telestream](http://www.telestream.net), a leading provider of digital media tools and workflow solutions, today announced that its ScreenFlow screencasting software will be used for the second consecutive year to capture conference sessions at [BlogWorld & New Media Expo 2011](http://www.blogworldexpo.com) which opens November 3 in Los Angeles, California. Event organizers will use ScreenFlow to capture, edit and then export presentations for viewing after the event in the BlogWorld online education library, called "BlogWorld Virtual Ticket."

"We chose ScreenFlow because it is an affordable, easy-to-use solution for capturing educational content," said Dave Cynkin, co-founder and CMO of BlogWorld & New Media Expo.

BlogWorld organizers will use ScreenFlow software on MacBook computers to capture more than 50 conference sessions on-site, including presentation decks and audio. After the event, easy-to-use ScreenFlow editing tools will allow organizers to quickly edit captured video and audio, add titles, intros and outros, and then export finished pieces to downloadable movies. Organizers plan to offer the sessions via the [BlogWorld Virtual Ticket](http://www.blogworldvirtualticket.com) for a fee after the event.

"We are delighted that ScreenFlow was selected again this year as the official capture tool for BlogWorld 2011," said Barbara DeHart, VP of marketing at Telestream. "ScreenFlow is an ideal online marketing tool for internet marketers, educators and bloggers, making it easy to capture educational content, edit and then export movies for publishing on websites or blogs."

[BlogWorld & New Media Expo](http://www.blogworldexpo.com) is the first and only industry-wide tradeshow, conference and media event dedicated to promoting the dynamic industry of new media. Thousands of attendees learn about content creation, distribution, monetization and social media marketing strategies, including step-by-step techniques and leading-edge tools from the most successful and influential bloggers, podcasters, vloggers, Web TV & radio broadcasters, social influencers, new media pros and online journalists.

Telestream, who is also the maker of [Flip4Mac](http://www.flip4mac.com), is exhibiting at the conference in booth 500 where its [ScreenFlow](http://www.telestream.net/screenflow) screencasting software and [Wirecast](http://www.telestream.net/wirecast) live webcasting software will be demonstrated. For more information about ScreenFlow and Wirecast, free trial downloads, or online purchase, visit: <http://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 BlogWorld & New Media Expo

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