



PRESS RELEASE
For Immediate Release

Telestream Streams Live from NAB Show with Wirecast

Telestream LIVE to stream breaking NAB show news and interviews with live streaming experts from Las Vegas using Wirecast live video production and streaming software

Nevada City, California, March 28, 2012 – [Telestream®](#), the leading provider of digital media tools and workflow solutions, announced that it will use its Wirecast® live video production and streaming software to broadcast live news and interviews from the National Association of Broadcasters (NAB) Show in Las Vegas. [Telestream LIVE](#) will be produced and streamed to the web from Telestream booth SL1405 at the Las Vegas Convention Center on Tuesday and Wednesday, April 17 and 18, starting at 10:00 a.m. Pacific Time each day. [Steve Garfield](#), author of *Get Seen: Online Video Secrets to Building Your Business*, and a video blogging pioneer, will host the live webcasts.

"We're glad to bring Telestream LIVE back to NAB and to be able to bring online video personality, Steve Garfield, to host the show this year," said Barbara DeHart, VP of marketing at Telestream. "We have an exciting line up of guests and news to bring to our viewers. Telestream LIVE will allow us to share the excitement of the show with those who are unable to be there in person."

In addition to breaking news from the show floor, Telestream LIVE will feature interviews with Telestream executives and product managers announcing exciting new [video transcoding](#) products and capabilities for broadcast, cable/IPTV, post-production and Internet/OTT.

[Telestream LIVE](#) guests will include:

- Mitch Jacobson, director, editor and author of *Mastering MultiCamera Techniques* discussing his book and live streaming
- NASCAR Media Group representatives and Pipeline product manager, Bill Harris, discussing the launch of Telestream Pipeline Replay live HD video analysis system for the 2012 race season
- Colleen Henry, video engineer at YouTube announcing a new live streaming initiative
- Cary Harrison, KPFK 90.7 Los Angeles PBS radio and GoHarrison.com show host
- Alex Lindsay, chief architect at Pixel Corps, discussing live streaming
- Jose Luis Tamez from CiberlexMedia discussing virtual sets
- and more

[Wirecast](#) is live video production software for laptop and desktop computers that is available for a fraction of the cost of broadcast hardware equipment. Wirecast works just like a video switcher, controlling real-time switching between multiple cameras while mixing in other media such as pre-recorded video, audio, and graphics. With features such as chroma key, lower thirds, transitions, 3D graphics, and virtual sets, Wirecast offers high production value for the creation of professional webcasts.

For more information about Telestream LIVE and to view live webcasts, visit www.telestream.net/live.
For more information about Telestream and its products, 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.

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