



**PRESS RELEASE**  
*For Immediate Release*

## **Telestream Extends Live Video Production Capabilities for Partners**

*New opportunities enable a broader range of streaming platforms to offer the power of Wirecast professional video production and streaming capabilities to their users*

**Nevada City, Calif., May 14, 2012** – [Telestream®](#), the leading provider of digital media tools and workflow solutions, today announced new capabilities for its [Wirecast®](#) live video production and streaming software that will allow a greater number of partners to easily integrate Wirecast directly into their live streaming services. Building on Telestream's success in prior partnerships with larger media companies, the new offerings bring Wirecast's high-quality live video production capabilities to more users.

"We are delighted to allow more partners to easily integrate Wirecast into their streaming services to provide a richer user experience," said [Barbara DeHart](#), vice president of marketing at Telestream. "With this release, we are extending the work we've done with larger companies to a broader range of service providers."

A new, easy-to-implement SDK allows the partner's site to appear as a destination directly in Wirecast. Once implemented, users simply select the partner site from a drop-down menu on the Wirecast user interface to log-in to their accounts. In addition, the new SDK allows partners to specify the custom encoding presets they would like to utilize to ensure the highest-quality broadcasts for their users.

Telestream is also announcing a co-branded version of Wirecast which shares the partner's brand along with Wirecast. The co-branded version streams solely to the partner site, and provides an attractive pricing model for both partners and their users.

"Wirecast is the product of choice and the ideal broadcast tool for artists and music professionals wanting to improve the quality of their productions and promote their live video shows directly to their fans," said Stefan Schneider, founder of [livebeats.com](#), one of the first platforms to use the new co-branded capabilities.

This announcement follows the recent launch of Wirecast for YouTube Live. Wirecast is the only cross-platform, all-in-one live streaming production software that enables capture, live production, and encoding of live streams for simultaneous broadcast to multiple servers and platforms. Wirecast is ideal for streaming or recording live internet shows, broadcasting breaking news or sporting events, streaming live concerts, transmitting church services, corporate meetings, lectures and more.

Wirecast will be demonstrated in Telestream booth 115 at Streaming Media East this week in New York City. The new Wirecast capabilities will be available in Q2-2012. The SDK and co-branding will be available at no cost to partners.

For more information about Wirecast partner offerings and programs, please see Telestream at Streaming Media East or contact [partners@telestream.net](mailto:partners@telestream.net). For more information about Telestream and Wirecast products, 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](http://www.telestream.net).

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