Telestream Announces Stellar ScreenFlow 4 Screen Recording Software Release

Award-winning screen recording software on the Mac takes a giant leap forward, adding major new production, compliance, and time-saving features for the creation of professional video productions

Nevada City, Calif., October 25, 2012 – Telestream®, the leading provider of digital media tools and workflow solutions, today announced a major release for its award-winning ScreenFlow® screen recording and video editing software. ScreenFlow 4 optimizes full-screen recording for Apple Retina displays, adds chroma key support, nested clips, media library tools, additional video and audio effects, closed caption support, and more. ScreenFlow has been acknowledged by Macworld and others as an "amazing app" that helps users create computer-based tutorial videos by recording screen activity along with narration for sharing online with others.

"ScreenFlow is recognized by the industry as the premier screen recording and editing application for the Mac," said Barbara DeHart, vice president of marketing at Telestream. "With ScreenFlow 4 we've worked hard to take advantage of the latest advancements on the Mac platform with our support for Retina displays and 64-bit technology. We're helping users easily meet regulatory requirements with closed caption support, and we're allowing them to create more compelling content with the new chroma key capability. Users can now do it all with ScreenFlow 4."

Powerful organizational tools

ScreenFlow 4 adds important new features to help users keep complex projects organized. Nested clips allows users to merge multiple elements into a single clip on the timeline, making it easier to access and edit content and apply filters and video actions. New media library organization tools make it easier for users to find and organize all the clips in their libraries, search for a specific clip, arrange clips by name, duration or type, and more.

"ScreenFlow 4 is a serious power upgrade in terms of speed, stability and features," said Marty Smith at ComboCasting.com. "My favorite feature is nested clips, which not only allows me to streamline my projects, but adds a completely new dimension for special effects; limited only by my creativity. ScreenFlow remains the most used app on my Macs, and the upgrade to version 4 is absolutely a no-brainer."

More razzle-dazzle production features

With ScreenFlow 4, Telestream adds more professional production tools that enable users to add sparkle to any video. Built-in chroma key allows users to replace a green (or any color) background with a custom video or still image background, adding a professional look to video productions. New Core Image video effects filters include advanced color adjustments, distortion effects, blurring, alpha mask, color effects and more. New Core Image audio effects filters include EQ, multiband compression, peak limiting, delay and more. Freehand callout support for all media and ProRes Alpha Channel export support are now available. Plus, full color-sync-enabled rendering provides increased fidelity of preview and exported videos.

"The full-screen Retina recording quality in ScreenFlow 4 is truly impressive," said Don McAllister at ScreenCastsOnline.com. "As someone who makes screencasts for a living, I need ultra-high quality, full-

screen recording that doesn't eat up all my disk space. ScreenFlow 4, with its 64-bit technology, is faster and higher quality than ever. With the amazing quality, and streamlined editing, the upgrade to ScreenFlow 4 makes my workflow so much faster."

Tools to reach new audiences

The addition of closed captions and new export options in ScreenFlow 4 makes it easy to target and reach new audiences. Users can now add, edit and publish ADA (American Disabilities Act) compliant soft subtitles as caption tracks to MPEG-4 movies and YouTube videos. Captions can also be created in multiple languages. MPEG-4 export using the x264 video codec allows for the distribution of exceptionally high-quality video to a greater number of viewing devices.

Features to save time and streamline workflows

A number of new shortcuts – including JKL keystrokes for Rewind, Stop, Playback, and the ability to start and end transitions in one click – make ScreenFlow 4 more intuitive and streamlined. The Dynamic Update feature offers the ability to automatically reload media that has been modified in another application, saving time and disk space. The new recording timer lets users set a time for recording to stop, which allows them to set up a recording and return to it later.

"ScreenFlow 4 provides huge time savings," said Veit Irtenkauf, CEO and co-founder of Digital Dazzle, LLC. "The Dynamic Updating of Media feature alone saves us hours and hours whenever we make changes. With this new feature, we can make last-minute changes to images with a single click. Previously, we had to change the media outside of ScreenFlow, re-render it, bring in the new image and re-do all the animation in the timeline. Given the elaborate editing we do, this feature is worth hundreds of dollars to us in every single project."

ScreenFlow 4 screen recording and video editing software is available to new customers for $99. Customers who have previously purchased ScreenFlow on telestream.net can purchase an upgrade for $29. More information, a free trial and online purchase are available at www.telestream.net/screenflow. ScreenFlow is also available for purchase through a network of Telestream resellers and affiliates, as well as the Mac App Store.

####

Trademarked company and product names are the property of their respective companies

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.

Press contact for Telestream
Janet Swift
+1 530-470-1328
janet_swift@telestream.net
Telestream RSS Feeds