



PRESS RELEASE
For Immediate Release

Telestream Wirecast Recognized as the Best Webcasting Solution

For the second consecutive year, Telestream Wirecast live streaming production software received the Streaming Media Readers Choice Award for best Webcasting/Presentation Solution

Nevada City, Calif., November 15, 2012 – [Telestream](http://www.telestream.net)®, the leading provider of digital media tools and workflow solutions, today announced that [Wirecast](http://www.telestream.net), the company's live streaming production software received the 2012 Streaming Media Readers Choice Award in the *Webcasting/Presentation Solution* category. The award was presented to Telestream during the Streaming Media West conference and exhibition in Los Angeles on October 31. This is the second consecutive year that the company has received this award. Telestream was also named to the Streaming Media 100, a list of companies that matter most in the online video industry.

"This recognition by the readers of Streaming Media magazine validates the important role that Wirecast plays in enabling anyone, from video novice to professional, to easily and cost-effectively produce and stream high-quality live video productions to the Web," said Barbara DeHart, vice president of marketing at Telestream.

The Readers' Choice Awards are held annually by *Streaming Media* magazine to honor the leading online video solutions as judged by end-users, rather than by the magazine staff. More than 58,000 votes were submitted for almost 350 products, services and companies in the online video space.

Wirecast is the only cross-platform, all-in-one [live streaming production software](http://www.telestream.net) that enables capture, live production, and encoding of live streams for simultaneous broadcast to multiple servers and platforms – such as YouTube, Ustream, and Twitch – in a choice of resolutions and bandwidths. Wirecast is ideal for streaming or recording live internet shows, broadcasting breaking news and sports, streaming live concerts, transmitting church services, corporate meetings, lectures and more.

Telestream is a privately-held digital video technology company located in Nevada City, California. The company specializes in video transcoding, live streaming production, and file-based workflow automation products. Its customers include some of the world's leading media and entertainment companies, as well as a growing number of businesses who rely on Telestream products to reach broader audiences, streamline their operations, and generate more revenue from their media.

For more information about Telestream and Wirecast, visit <http://www.telestream.net/>.

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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.

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