



PRESS RELEASE
For Immediate Release

Telestream Collaborates with Simplifilm to Expand Screen Recording Offering

Flowtility by Simplifilm provides high-quality motion graphics library to simplify the creation of professional-looking screencasts, video tutorials, and demos for ScreenFlow users

Nevada City, Calif., November 20, 2012 – [Telestream®](#), the leading provider of digital media tools and workflow solutions, today announced a partnership with Simplifilm to offer a product that compliments its ScreenFlow® [screen recording](#) capabilities. The Simplifilm Flowtility motion graphics library is a collection of animated objects and images that will help ScreenFlow users create more dynamic and engaging ScreenFlow videos. This new product is available immediately from the Telestream Web store.

"With the proliferation of video on the web today, the need to create more engaging video is paramount. These ready-made graphics and images will help our users enhance their ScreenFlow screencasts," said Barbara DeHart, vice president of marketing at Telestream. "As its name implies, Simplifilm products are easy to use and will help users create more compelling content."

The [Flowtility](#) motion graphic library provides nearly 200 assets, including 20 backgrounds, 75 objects and bullet points, 12 transitions and over 20 iDevice hand gestures. The library package also includes a tutorial describing how to use these elements to enhance visual communications. All elements are either 720p or 1080p for the highest quality output.

"There is a serious need to have high-end, beautiful graphics at an affordable price," said Chris Johnson, co-founder of Simplifilm. Creative director and co-founder Jason Moore continues, "Flowtility provides screencasters with an extensive arsenal of tools, which will enhance their videos and give them an edge in the marketplace."

[ScreenFlow](#) is powerful software for the Mac that allows users to easily create high-quality video demos, tutorials, app previews, training, presentations, and more. Users can record the contents of their entire computer screen as well as their video camera, microphone, and computer audio, and then easily edit their video, add images, text, music and transitions. The finished result is a QuickTime or Windows Media movie, ready for publishing to a Web site, blog or directly to YouTube or Vimeo.

Flowtility by Simplifilm is now available from the Telestream ScreenFlow Web store at a list price of \$47.00. For more information and online purchase, visit <http://www.telestream.net/screenflow>. For more information about Flowtility by Simplifilm, visit <http://flowtility.simplifilm.com>.

####

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

[Download Telestream logos and images](#)

Telestream [RSS Feeds](#)