



PRESS RELEASE
For Immediate Release

Telestream ScreenFlow 4 Receives Macworld Editors' Choice Award

ScreenFlow 4 screen recording and video editing software recognized by the editors of Macworld magazine for quality, value and innovation

Nevada City, Calif., December 20, 2012 – [Telestream](#)[®], the leading provider of digital media tools and workflow solutions, today announced that ScreenFlow 4, the company's screen recording and video editing software, received the [28th Annual Editors' Choice Award](#) from Macworld magazine. Macworld editors narrowed a list of well over 200 eligible products to 21 winners of this year's Eddy Award. Products were evaluated based on their ability to meet Macworld's stringent standards for quality, utility, innovation, value and excellence.

"Our Editors Choice Awards recognize Mac products that deliver quality and innovation at a good value to Mac users," said Roman Loyola, senior editor at Macworld. "We were impressed with ScreenFlow 4 because of its ability to capture on-screen actions and its terrific set of editing tools. It's our favorite app for creating screencasts on our website."

[ScreenFlow 4](#) (\$99) is powerful screen recording and video editing software for the Mac that allows users to create high-quality, computer-based tutorial and demo videos by recording screen activity along with narration for sharing online with others. Users can creatively edit their videos using the easy-to-use editing interface, add captions, titles, and transitions, zoom in/out, embed picture-in-picture, nest clips, and more. The finished result is a polished, high-quality MPEG-4, QuickTime or Windows Media movie, ready for publishing to a Web site, blog or directly to YouTube or Vimeo. The Macworld Editors Choice Award is the latest in a series of ScreenFlow awards which includes two Apple Design Awards.

"We are honored to be recognized by the editors of Macworld," 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 by adding support for Retina displays and 64-bit technology. New support for closed captions and chroma key (green screen) allow our users to create more compelling content and meet new regulatory requirements."

Telestream is a digital video technology company located in Nevada City, California. The company specializes in video transcoding, live streaming production, and file-based workflow automation products. For more information about Telestream and ScreenFlow 4, 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.

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