



PRESS RELEASE
For Immediate Release

Mobeon Selects Telestream Wirecast to Live Stream from Streaming Media West 2013

Telestream Wirecast enables professional, broadcast-quality live video streaming at an affordable price

Nevada City, Calif., November 18, 2013 – [Telestream®](#), the leading provider of digital media tools and workflow solutions announced that [Mobeon](#) has selected [Wirecast®](#) to capture and live stream the conference sessions and keynotes from the [2013 Streaming Media West](#) conference. The premier trade conference for the online video industry, Streaming Media West 2013 will take place at the Hyatt Regency in Huntington Beach, Calif. November 19-20.

"Shooting and recording simultaneous sessions in multiple rooms is a challenge that requires professional skills and tools," said Mark Alamares, CEO at Mobeon. "We needed a robust video switching and streaming system that integrated with advanced equipment from multiple manufacturers. We chose Wirecast because of its ease-of-use, solid reputation, versatility and the expanded features of its latest version."

Telestream recently released Wirecast version 5, a major upgrade for its Wirecast live streaming production software. [Wirecast 5](#) adds enhanced encoding and playback options; a new, more efficient user interface (UI); high-quality screen capture; and more flexible input/output integrations for easier, high-quality live streaming.

"Wirecast is a perfect fit for organizations such as Mobeon, which has a long history of delivering high profile webcasts with high production value," said Filippa Hasselstrom, director of desktop product marketing at Telestream. "Wirecast combines powerful live production capabilities, live encoding, and the ability to stream and record to disk, in an easy-to-use, affordable software package."

Mobeon will be using four stations to capture the sessions and keynotes from the conference. The main station will capture and stream the action using four live camera feeds, plus additional inputs via a laptop and a wireless camera feed. The HD stream will be live encoded with Wirecast Pro and sent to [Ustream](#) for online viewing utilizing the [1 Beyond StreamMachine](#) and [Matrox VS4 capture card](#). The other stations will also be capturing multiple live camera and laptop feeds and recording the content for on-demand viewing.

Streaming Media selected Mobeon because of its experience in live video production and its success streaming high-profile events. With over 20 years of experience developing, producing and marketing digital content, [Mobeon](#) is a new media consultancy, as well as a full service broadcast and production studio. The company develops film/video, interactive, and Internet content, catering to the advertising, new media, corporate and entertainment sectors.

To view streams live from the 2013 Streaming Media West Conference produced by Mobeon, visit <http://www.ustream.tv/channel/streaming-media-west-2013>. For more information on Telestream Wirecast visit www.telestream.net/wirecast/.

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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](#); [captioning](#); 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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