



NAB Booth SL3905
PRESS RELEASE
For Immediate Release

Telestream Wirecast Integrates with Zixi

Offering Wirecast users studio-quality video from anywhere to any CDN over the public Internet

Nevada City, Calif. April 7, 2014 – [Telestream](#)®, the leading provider of digital media tools and workflow solutions, today announced integration with the Zixi video delivery platform, enabling users to send Zixi transport streams to any [Zixi](#) on-premise platform or cloud-based service, including Zixi Ramp. Zixi's cloud-based video delivery system is available as a drop-down destination within Wirecast live streaming production software.

Using the Zixi platform and technology, Wirecast users can dramatically improve the quality of first-mile ingest to popular CDNs and for contribution workflows regardless of distance. By centralizing the ingest point of presence (POP) using the Zixi platform, Wirecast users can have a simple contribution setup for global event ingest.

"The integration with Zixi and Wirecast provides our customers more options for seamlessly producing and delivering the highest quality video to their audiences," says Barbara DeHart, VP desktop products at Telestream. "We're glad to have Zixi as part of the Telestream partner network."

"We are happy to be adding Telestream Wirecast to the growing number of powerful solution providers to the Zixi partner ecosystem. Zixi integration with Wirecast gives our media partners one of the most popular and powerful sets of tools to manage live events while leveraging the reliability, quality and security of the Zixi platform," says Raymond Thomson, VP Product Marketing Zixi LLC.

With this integration, Wirecast users can simply show up at a venue offering Internet access, connect to Zixi Broadcaster or Ramp through Wirecast and instantly stream video to their chosen streaming platform in pristine quality.

Zixi Ramp is implemented by downloading the Zixi SW client, which accepts video directly from Wirecast, prepares it for transmission via the Internet or private IP networks and transmits it to the Zixi Platforms sitting on premise or in the cloud. Zixi Platforms and Zixi Ramp, running in Amazon Web Services™ (AWS) global cloud accepts the incoming video from Wirecast and hands it off to the user's selected online and CDN destinations.

About Wirecast

Wirecast is the only cross-platform, all-in-one live streaming production software that enables capture, live production, and encoding of live streams for broadcast to multiple servers and platforms simultaneously. Wirecast is ideal for streaming or recording live internet shows, broadcasting breaking news and sports, streaming live concerts and games, transmitting church services, corporate meetings, lectures and more. Pro production features include live scoreboards, 3D virtual sets, chroma key support, advanced audio controls and more.

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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 automation and orchestration 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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About Zixi

[Zixi](#) is revolutionizing the ingest, transport and delivery of studio-quality video on the Internet. By enabling broadcast news, live sports, service providers, enterprises and video equipment manufacturers to use unmanaged IP networks like the Internet for reliable content delivery, Zixi redefines the cost of acquiring and distributing video. Zixi's proven, unique transport software eliminates the problems in transporting video that are inherent in IP networks and delivers video of unprecedented quality with no stutter, packet loss or frame-freeze regardless of network conditions. Customers using Zixi to enhance their users' experiences include NASDAQ OMX, the Ultimate Fighting Championship (UFC), Stryker and News Corp. Zixi is privately held and based in Waltham, MA.

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