



## **NEWS RELEASE**

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### **Telestream Wirecast Launches New Live Streaming Capabilities for Microsoft Azure Media Services**

*Azure Media and Wirecast are now fully integrated with a built-in destination that makes it quick and easy to send content from Wirecast to Azure*

**Nevada City, Calif., September 11, 2014** – [Telestream](#)<sup>®</sup> (stand 7.C12), the leading provider of digital media tools and workflow solutions, is teaming up with [Microsoft Azure Media Services](#). This collaboration makes Azure Media Services a live streaming destination in the upcoming release of Telestream's Wirecast [streaming production software](#). Taking advantage of the direct connection from Wirecast to the Microsoft Azure Media Services ecosystem, large-scale streaming broadcasts can leverage the dynamic scalability, reliability, redundancy and minimum capital investment the cloud offers when streaming live to large audiences with myriad devices.

Microsoft Azure recently announced the public preview of its Live Streaming offering. The same Live Streaming solution that seamlessly delivered the 2014 Winter Games and 2014 FIFA World Cup to broadcasters globally – including RTMP ingest capabilities – will now be available in public preview to all customers with the same level of scalability, uptime and reliability. The combination of Wirecast's powerful new production capabilities with Microsoft Azure's open and flexible cloud platform, helps make the creation of high quality professional program content easier than ever. By removing the burden of complexity from content owners, they are then free to concentrate on creating the best live content possible.

"Few companies have the in-house technical expertise to put all the pieces together for streaming content on a global scale," said Barbara Dehart, VP of Desktop Products at Telestream. "Yet when it comes to streaming live events, there is only one chance to get it right. The combination of Wirecast and Microsoft Azure allows our mutual customers to reach the largest digital audience possible with minimum capital investment."

"With Telestream Wirecast's leadership in live streaming production and Microsoft Azure's leadership in cloud-based media services and distribution, it was natural to collaborate in order to serve the growing needs of the live streaming market. For media companies, protecting, managing and monetizing content is just as important as creating it. By combining forces with

Telestream, we are creating a live streaming platform that offers our mutual customers the best combination of performance and value in the industry,” said Sudheer Sirivara, Partner Director of Engineering, Microsoft Azure.

Azure Media Services enables broadcast quality media workflows that are easy to set up, maintain and scale. Users can target all of today’s most popular client devices types including PCs (Windows and Mac OS), iOS, Android, Smart TVs, game consoles, and more. Azure Media Services provides the reliability of a cloud platform backed by a global network of Microsoft operated data centers.

A principal goal of adding Azure Media Services as a destination within Wirecast is to make it as easy as possible for streaming content creators to take advantage of all the cloud has to offer. With the latest version of Wirecast, users will be able to create preset templates so that they can log into their Azure Media Services account and start streaming with only a couple of clicks.

This integration will be available in Wirecast 6.0, slated for release in Q4 2014. Wirecast 6 will be demonstrated at the [International Broadcast Conference \(IBC\)](#) on stand 7.C12. Priced from \$495 to \$995, this feature-filled upgrade adds powerful new production capabilities, streamlined workflows, and expanded content source options. Customers who own Wirecast can upgrade to Wirecast 6 Studio for \$149 and to Wirecast Pro 6 for \$295.

### **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.

More information is available at [www.telestream.net](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](#); [captioning](#); [playback and inspection](#), 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](http://www.telestream.net).

For more information, please contact:

**North America**

Véronique Froment or Doug Hansel  
veronique@highrezpr.com  
doug@highrezpr.com  
+1 603-537-9248

**EMEA & APAC**

Bob Charlton  
bob@scribe-pr.com  
+44 20 7084 6335

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