



Press Release
For Immediate Release

Telestream Introduces Wirecast Go Mobile Live Streaming Application: Converts Your iPhone into a Live Broadcast Studio

Wirecast Go's professional production capabilities empower field-based news crews to create live streaming productions with a major network look and feel

Nevada City, Calif., September 1, 2015 – [Telestream®](#), the leading provider of digital media tools and workflow solutions, today announced the introduction of Wirecast Go, a stand-alone iPhone live streaming application that adds to ENG (Electronic News Gathering) teams' ability to be first to break the news. The App enables users to capture content using their iPhone camera, insert graphics, logos, titles and other images and then stream live directly to YouTube or any other RTMP (Real Time Messaging Protocol) server supported by a wide variety of content delivery networks (CDNs).

Telestream has developed Wirecast Go to support the rapidly growing community of both professional and amateur iPhone users that want to disseminate breaking news and live events. The company is targeting a number of audiences with Wirecast Go, including TV news journalists and ENG teams. In addition to shooting high quality video footage and sending it back to base, the journalist can also create professional quality live video streams on his/her iPhone and stream them to multiple destinations live from the news scene.

Building on Telestream's experience in live streaming with Wirecast, the live streaming production software used by hundreds of thousands of webcasters, Wirecast Go differentiates from other mobile streaming apps through its advanced production capabilities. The application empowers any mobile user with professional features and functionality: it offers robust live video streaming to multiple destinations along with the intuitive ability to brand streams, add a range of graphics and edit shots.

"Today, smartphones are proving to be a valuable asset for field-based broadcast news teams and many other users, empowering them to capture news and events in ways that were previously unimaginable," said Barbara DeHart, VP of Desktop Business at Telestream. "Wirecast Go enables video journalists to create professional live productions on their iPhones and then broadcast them on the broadest range of social or private networks."

Wirecast Go will be available with two levels of features and functionality. The standard version, which targets the enthusiastic amateur user is free to download from the App Store and enables unlimited live streaming to YouTube from an iPhone. It allows insertion of images, logos and graphics from the user's photo library, social chat and sharing, and the ability to save two shots in a shot list. Users looking for added functionality can unlock the premium features of Wirecast Go for \$5.99, which enables live streaming to any RTMP destination, and switching between unlimited numbers of shots. An additional

premium feature included in the unlocked version is the ability to capture and replay highlights from the live production with just a few clicks on the iPhone – a feature which Telestream has developed with sports and other live events in mind.

With these robust production features, Wirecast Go sets a new standard in live video streaming software. It empowers casual iPhone users with significantly more production capabilities and links them to YouTube with the click of a button. Simultaneously, the unlocked version offers unlimited live streaming to any destination with professional production capabilities for a fraction of the cost of other mobile streaming production options.

Wirecast Go will be demonstrated at IBC in Telestream Stand 7.G30 and is currently available in beta.

To join the Wirecast Go beta program, [please click here to apply](#).

For more information about Telestream, visit 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.

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