



Telestream Desktop: A Corporate Use Case

The Telestream logo, featuring the word "telestream" in a lowercase sans-serif font with a blue swoosh graphic above the letter "t".

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There are countless ways to use our products—individually and together as a unit. For both seasoned users and those just starting out, sometimes it can be difficult to understand the true capacity of our products as well as the creative ways in which you can use them. The purpose of these use cases is to provide scenarios and out-of-the-box ways to use Telestream desktop products: ScreenFlow, Wirecast, and Wirecast Gear.

We are asking corporations to think, “How do we do more in these virtual spaces?” In this case specifically, how can companies – both big and small use tools to create better remote-team dynamics, more engaging all-hands meetings, and maintain company culture when more people than ever are working from home?

The goal here is to move beyond the thought of only using live video for meetings. Rather, how can companies use Telestream desktop products to go above and beyond customer and employee expectations?

Using Wirecast for Marketing

Wirecast is the perfect live video marketing tool. Share in-store deals, talk about upcoming inventory or product releases, and engage with your customers in real-time. And no matter where your customers are on social media, you can reach them because Wirecast allows you to stream to more than one platform at the same time!

Wirecast offers a wealth of social media functionality and tools that you can leverage to grow your audience, create amazing content, and build organic reach. Use the built-in tallies to keep an eye on your viewers, comments, and likes on Facebook. Wirecast Rendezvous allows you to invite remote guests to join you directly in your broadcasts as if you were interviewing them in the same room.

Wirecast’s integration with [NewBlue Titler Live Social](#) allows you to create amazing looking graphics for your social media

channels and boost engagement by displaying YouTube, Facebook, and Twitter posts and comments directly on the screen so everyone can read. Your customers are constantly getting bombarded by digital ads and if you aren't there to provide engaging content, chances are you'll get drowned out by the rest of the noise. By using simple, easy to use tools, you'll be able to stay top of mind, increases awareness, increase sales, and just keep your customers really, really happy.

Using Wirecast and Screen-Flow for Product Demos and Sales Presentations

If salespeople are unable to travel and meet with customers, there needs to be an alternative, and sometimes the alternative needs to be a lot more professional than having everyone log in to a meeting software application and do a screen share presentation. Audio and video conference calls with screen-sharing are fine for everyday communications that happen during the days, weeks, and months it takes to close a deal. However, for the big, opening conversation, a product demonstration, or the closing conversation – these are opportunities to host a more engaging, professional meeting.



Imagine your salesperson has some slides, possibly a video, and maybe even some real-world examples of your product. This could easily be prerecorded, and you could add in music, graphics, and text. Once you have this video you can bring it into Wirecast, and this is where the magic happens.

Once in Wirecast, you can record yourself in real-time over your ScreenFlow video. Essentially you are standing up in front of your slides and presenting them in real-time.

Using Wirecast Gear for Lunch and Learns, All-Hands and More

Staying in touch with employees as the CEO or team leader can be daunting when you're not in the office, and compa-

ny all-hands meetings can be stale and distracting if people don't stay on mute or join in the middle of your presentation.

It can also be cumbersome to have to schedule meetings for different time zones and deal with any set-up issues like whose computer you'll use, where you sit or stand and whether to show your slides or your face.

Wirecast Gear solves this problem in minutes. Gear is a hardware unit, so you set it up once, and then it's ready to go whenever you need it. You can plug in multiple cameras, stream to multiple destinations and the best part is that it's built to run Wirecast. That means you'll never have to worry about computer bandwidth, and you can trust it's running at maximum efficiency. You could just do everything live or you could set-up ScreenFlow to pre-record some or even all your content. With Gear, the options are endless and there never needs to be a last-minute hustle to get computers and cameras set-up. You can stream anywhere live and the video can always be offered on-demand later.

There's nothing like a set-it and forget solution and if you're looking for that, Wirecast Gear fits the bill.



Conclusion

We can all agree that office culture is changing. Companies need to rise to these changing times to make sure communication can stay efficient and that team members feel heard. Without communication restructuring, your employees may get lost which means less effective employees and loss of revenue. It can be easy to try and use the tools you already have but the truth is, our world is different and will continue to change so you may as well get ahead of the game now and be ready for whatever is thrown at you.

But what kind of computer system do I need to have to run Wirecast? Wirecast will run on a Mac or a PC. We have system specifications that can be found on our website. <http://www.telestream.net/wirecast/tech-specs.htm#requirements>

But there is also another solution - Wirecast Gear. This takes all the work out of configuring a system. These systems are Windows-based and built specifically to run Wirecast based on your needs.

Using multiple cameras can take a toll on your system if you're running Wirecast from a laptop and there may be some technical experimenting to be done to get the stream going perfectly. With Gear, all that guesswork is taken out of the equation because we built this hardware unit specifically to run Wirecast. All you need to do is plug your cameras in and go live!



For pricing and ordering please see our website: <https://www.telestream.net/wirecastgear/>

Even with everything we've covered, there are still a ton of other great features! We have only just scratched the surface of what you can do within Wirecast! But don't just take our word for it. Download a trial at <https://www.telestream.net/controls/wirecast/download-wirecast-resources.htm> and see the list of features for yourself to help you decide if Wirecast Studio or Wirecast Pro is right for your needs. Some of the features listed above are for Wirecast Studio while others are for Wirecast Pro. No matter which version you choose. Wirecast will enhance your productions and help take them to the next level!

Wirecast Features- <https://www.telestream.net/wirecast/overview.htm#features>