



# Mac for Live Web Broadcasting

## Simple Business Communication with Video

### Key benefits

- Create professional webcasts from any location.
- Develop live or on-demand broadcasts in-house.
- Add effects in real time using built-in tools.
- Stream your video with flexible options.
- Communicate directly to customers with memorable online video.
- Build employee relationships with a personalized approach.
- Reach business partners with impressive video presentations.

“Wirecast helps set us apart from our competition—enabling us to easily create custom tailored training videos and inspections for our hospitality clients. By highlighting our brand and products on our website with Wirecast, we’ve been able to showcase our high level of customer service and reach new clients.”

—Joseph Fisco, CLSD, Risk Manager,  
Petra Risk Solutions

Live broadcasting over the Internet—or webcasting—is one of the most effective ways to deliver attention-grabbing communications to audiences worldwide. Whether for marketing, customer service, corporate announcements, professional development and training, or live entertainment, the Mac offers innovative tools that convey your company’s message through compelling video.

Video broadcasting solutions on the Mac are cost-effective and easy to use and can provide a valuable return on investment. Developing high-quality video enables your business to share live experiences in real time or on demand with the viewers you most want to reach. It is now simple to communicate essential information internally or to help your company reach a large global community.

### Create professional webcasts from any location.

Telestream’s Wirecast is a live video production tool that enables you to easily broadcast webcasts. The only equipment needed is a Mac system with a built-in or external camera and the Wirecast application. And with Wirecast priced under US\$500, your organization can maintain a professional-quality video production studio at a fraction of the cost associated with traditional broadcast hardware.

With Wirecast’s intuitive user interface and fully integrated streaming capabilities, it’s quick and easy to deliver a simple broadcast. For more advanced productions, built-in editing tools allow you to add media, integrate live-motion effects, or incorporate seamless transitions for a polished webcast. Use Wirecast on a MacBook Pro to give your organization a lightweight, portable broadcasting studio that can be set up anywhere to capture live events on location.

### Develop live or on-demand broadcasts in-house.

Wirecast is more efficient, takes up less space, and provides more versatility than traditional, fixed TV studio equipment. By empowering existing staff to create video on the Mac, you eliminate the need to hire video professionals to harness such an effective communication tool for reaching customers, employees, and business partners.

Anyone on your team can capture live video and audio, mix in media such as slides, or add text or graphics to create compelling webcasts using Wirecast. The solution can also be used to conduct multicamera, multisource webcasts such as press events. Streaming to the web is as simple as clicking Broadcast. And with the ability to record to disk and stream live footage at the same time, you can offer video in real time or on demand without duplicate effort.

## An easy solution for live web broadcasting

It's easy to get started creating live web broadcasts on the Mac. A simple configuration may include:

- MacBook or MacBook Pro with built-in iSight camera and microphone
- Wirecast software from Telestream
- Internet connection and streaming service

## Add effects in real time using built-in tools.

When launched, Wirecast automatically detects the iSight camera built into your Mac, cameras connected to the system, and sources such as QuickTime movies. You can preview and share a simple broadcast quickly using preset options. It's also straightforward to add special effects that once required a full broadcast facility—now easily accessible in Wirecast. The intuitive user interface makes using effects such as camera and media source switches, cross-fades and 3D, titles and text overlays, and full-motion chroma key backgrounds as easy as a few mouse clicks.

Wirecast lets you group cameras, graphics, movies, and titles into a single package or "shot." If prepared before a show, shots enable seamless transitions during the live broadcast. Support for multiple broadcasts allows you to create video for any number of destinations, from 3G cell phones to DVD-quality movies. The Desktop Presenter application broadcasts the desktop of a secondary Mac during your webcast, ideal for including slide presentations and software demonstrations.

## Stream your video with flexible options.

Wirecast offers built-in integration with public streaming services, such as Modulus and Ustream, providing a quick way to deliver a simple broadcast to moderately sized audiences. With industry-standard streaming options for QuickTime and other popular formats, you can transmit a unicast or multicast right from Wirecast software.\*

For serving a larger number of viewers, Wirecast can also broadcast to Darwin Streaming Server, Flash Media Streaming Server, or QuickTime Streaming Server. Wirecast can stream QuickTime and Flash and record your broadcast to disk simultaneously for later viewing on demand.

## Reach diverse audiences with scalable multiscreen presentations.

Wirecast on the Mac is utilized by a variety of organizations. Here are a few examples of how Wirecast is helping different businesses reach their audiences.

Business	Solution
A large insurance company	<ul style="list-style-type: none"><li>• Develops sales and training tutorials</li><li>• Saves time by providing online training to staff who work in remote locations</li></ul>
A well-known museum	<ul style="list-style-type: none"><li>• Deploys a portable broadcast production studio</li><li>• Broadcasts live webcasts from remote locations</li></ul>
A teaching health care facility	<ul style="list-style-type: none"><li>• Records live lectures given by the training program director and physicians</li><li>• Offers an on-demand lecture archive</li></ul>
A news organization	<ul style="list-style-type: none"><li>• Broadcasts news and sports events in real time on the Internet</li><li>• Reduces the cost of traditional broadcast hardware</li></ul>
An educational institution	<ul style="list-style-type: none"><li>• Produces documentaries for professional development</li><li>• Enables educators to create student instruction videos</li></ul>

Telestream's Wirecast sold separately, [www.telestream.net](http://www.telestream.net).

\*Flash H.264 (RTMP) is natively supported by Wirecast on all platforms. Wirecast supports Flash Media Server and Wowza Media Server. The QuickTime Streaming Server (QTSS) architecture is supported by Wirecast on all platforms.

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## For more information

For more information on Apple solutions for simple business communications with video, contact your Apple representative or Apple Authorized Reseller.