

FOR IMMEDIATE RELEASE

## The Next Evolution of Wirecast: Introducing A New Intelligent Virtual Assistant, Powered by Generative AI Technology

Nevada City, CA - 16 October 2023 - [Wirecast](#), the leading software for live video streaming and production, is excited to introduce a transformative, homegrown Virtual Assistant in its latest release. This new generative AI-powered feature provides real-time feature walkthroughs, technical advice, and tailored troubleshooting in multiple languages. Imagine a Wirecast expert, available anytime, providing quick answers so creators can continue and enhance their work uninterrupted.

*“We’re really excited about the new AI element of Wirecast and the rapid responses it offers users. Questions take seconds to answer, and we believe that Wirecast customers will enjoy the personalized approach of the new Virtual Assistant service,” said **Simon Clarke, Telestream CTO.** “This is just the beginning for Telestream – we see countless opportunities for AI and Machine Learning across our entire portfolio. This is where the industry is headed, and we are thrilled to make this technology available to our customers.”*

In this release, users can expect several other notable features that improve performance and make their productions shine, including custom LUTs (Look-Up Tables), video filters, shot editing, locking layers, SRT (Secure Reliable Transport) source and output features, and more.

Wirecast is also introducing flexible pricing plans, catering to both budding enthusiasts and seasoned professionals. The Wirecast Studio subscription is available at \$35 per month or \$299 per year, while the Wirecast Pro subscription is priced at \$46 per month or \$399 per year. These new subscription plans give content creators access to professional-grade video production without the professional-grade price tag.

Set to launch October 16, 2023, this Wirecast release (16.0) is the first in a string of innovations that Wirecast and Telestream will bring to market soon. By combining the latest technologies with user-centric features, Wirecast is ensuring all content creators – from hobbyists to professionals – have what they need to shine in a dynamic digital landscape. For more information and to subscribe, please visit [www.wirecast.io](http://www.wirecast.io).

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## **About Wirecast**

Wirecast is the industry-leading software for live video streaming and production. Used by professionals in sports, education, entertainment, and more, Wirecast offers powerful features and flexibility for creating professional-quality live video content.

## **About Telestream**

Telestream is a leading provider of video production and automation solutions. With a focus on innovation, Telestream aims to support the needs of modern content creators and provide reliable and efficient video streaming and production tools.

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