



Telestream Desktop: Live Events Use Case



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

In this use case, we're asking those who want to produce and stream high-quality video of live events to think, "How can we enhance the show and make it more enjoyable for the audience? And, "How can we capture and share the excitement of a special performance or event with those joining via social media"?

Maybe you're looking to produce live video of a rock concert, high-profile celebrity showcase, musical revue, awards show, Ted talk, graduation, or open mic night at the local café. Maybe your live event has been in the planning stages for months, or perhaps it's a

spontaneous or impromptu performance or celebration. Telestream has a powerful yet affordable portfolio of innovative video production and streaming tools that enable you to share broadcast-quality video of live events—both staged and virtual—wherever and whenever it's showtime.

Never Miss that Once in a Lifetime Performance

Live staged events are particularly special because each performance happens only once in a lifetime. Captured properly, the moment can live on for people to access and enjoy time and time again. But, should your production equipment fail during the event, there are no do-overs.

Having been battle-tested in all types of live production and streaming scenarios, both Wirecast and Wirecast Gear have been designed from the ground up to handle the creative objectives and technical rigors of live video production and streaming.

Perhaps your goal is to produce a dynamic, multi-camera video of a live event in its entirety for posterity, while streaming it to the web and social sites of your choice. During a rock concert, you could also produce a separate feed—with close-ups of the musicians—that displays on stage monitors to enhance the audience experience. While broadcasting or streaming an awards show or talent showcase, you can also produce a “second-screen experience” of video content that viewers can only access via the web and/or their mobile devices for deeper engagement.

Wirecast excels in all of these live event production scenarios. Also, if you’re covering a parade, demonstration, or other fast-moving newsworthy event, you can use Wirecast systems wherever the action takes you because they’re super compact and portable. They can also be used in an IP-based remote production configuration, with signal backhaul from the field to your control room enabled by bonded cellular or satellite transmission.

Whether you’re doing a simple, single-camera show or one that requires intricate mixing of video, audio, and graphical sources, you’ll find that our flexible, versatile Wirecast systems are up to the challenge.



Multicamera Switching Makes Videos Sizzle

When you attend any type of live event—such as a stage play, awards show, or musical concert—you’re immersed in the unfolding spectacle. Capturing the event with multiple cameras is the best way to preserve the dynamic live experience. Multiple cameras let you capture the action from different vantage points, such as close ups of the performers, Steadicam shots of the on-stage talent, and jib shots of the stage or venue.

Whether you prefer Wirecast or Wirecast Gear, you’ll find the same software at the heart of the system. This Wirecast software is packed with sophisticated, TV-in-a-box production capabilities, including multi-camera switching, remote camera

control, varied transitions, lower thirds, keying, and eye candy effects. You'll find the same exceptional encoding, and ability to send multiple streams simultaneously to your desired social media and web destinations. And Wirecast products are user-friendly and intuitive for pros and novices alike.

Kicking Online-Only Events Up a Notch

Video seems to be everywhere we look, and people are magically drawn to it. Fortunately, with Telestream desktop products, it's never been easier or more affordable for producers and rightsholders to reap the benefits of generating and streaming impressive-quality video of their live events.

For online-only video events, such as webinars and video conferences, it's advantageous to make the video presentation as visually appealing and engaging as possible to hold the viewers' attention.

While Cranston-RI-based Emergency Production, LLC (EP) specialized in AV-driven live staged events, EP's Founder and Owner Chris Hubbard saw an opportunity to expand the company's services by producing online-only video events.



To handle the wide-ranging, mission-critical production tasks involved—such as multi-camera switching, digital audio mixing, rolling B-roll video, and adding lower third supers, full-screen graphics, and branding elements—Hubbard chose to use Mac-based Wirecast. Hubbard also used a conferencing management system called Rendezvous, which is a unique, innovative feature within Wirecast.

“Rendezvous serves as the ‘backstage area’ where we line up our speakers or talent coming to us from their homes, offices, or wherever they may be,” Hubbard said. “Rendezvous is a big reason why we chose Wirecast, and it's since proven to be essential to our remote, multi-speaker presentation workflow.”

ScreenFlow—a low-cost desktop tool from Telestream—is also handy for creating high-quality video presentations. This software makes it easy to do video edit-

ing, screen recording and sharing of video content to enhance a wide range of professional applications. These include online video conferences, webinars, iPhone demos, tutorials, training, digital signage displays, big screen displays and second screen experiences. ScreenFlow can be used as a stand-alone solution or in tandem with Wirecast.

Which Wirecast is Right for You?

So, if you have read this far, you may be thinking, “This is all great, but which Wirecast model is right for the kind of work I want to do? Since Wirecast and Wirecast Gear sound very similar, what key considerations would help me determine the best fit for me?”

The key difference is that, with Wirecast, you configure the system yourself by installing the software right onto a PC or Mac. It runs equally well on either OS, but ideally a broadcast-grade laptop provides greater portability and flexibility without compromising processing power. You then need to build out the rest of the system by adding your choice of components, such as video capture cards and graphics cards, provided they’re robust enough to support high-res video processing and streaming.

If you’re not up for this “DIY” project, Wirecast Gear offers a simpler, easier set-up that lets you get rolling faster. This compact, dedicated hardware appliance takes all the guesswork out of system set-up because it comes pre-configured with Wirecast software and all the hardware components necessary for optimal performance and processing power.

All you have to do is plug in your cameras, mics, and audio mixers—or whatever equipment you want to use—into the back of the Wirecast Gear unit and start producing impressive video streams without any systems integration worries. Of course, even greater creativity is possible by adding other peripherals, such as tripods, LED lighting panels, digital audio mixers, and a greenscreen for clean keying of graphical backgrounds.



Even with everything we've covered, we've only just scratched the surface of the features and capabilities of Wirecast, Wirecast Gear, and ScreenFlow. While each iteration of Wirecast offers a different feature-set, they share the same ability to capture, produce, and stream videos, with exceptional encoding. And ScreenFlow gives you a quick, handy toolbox for creating, recording, and sharing video for a wide range of presentations.

We've shared some clever ways for live event producers to leverage our products, and hopefully, you've thought of a few awesome ways that you can use them too!



Here are some helpful links to get you started:

Download a trial of Wirecast, and see for yourself how well this software can suit your unique needs and budget here:

<https://www.telestream.net/controls/wirecast/download-wirecast-resources.htm>

Find a list of Wirecast features here:

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

If you're interested in Wirecast Gear, there's product information and an online form here, at <https://www.telestream.net/wirecastgear/>, that you can fill out to request that a Wirecast Gear sales specialist contact you.

Download a free trial of ScreenFlow here:

<https://www.telestream.net/controls/screenflow/download-screenflow.htm>

And check out our [website](#) for more detailed information about the technical specifications and requirements for any of our desktop production/streaming solutions.

