Telestream Wirecast Streams Sailing Series Finale from Rio de Janeiro

OC Sport uses Telestream Wirecast live video production software to stream live coverage of the 2012 Extreme Sailing Series final Act 8 from Rio de Janeiro to worldwide audiences

Nevada City, Calif., January 17, 2013 – Telestream®, the leading provider of digital media tools and workflow solutions, today announced that its Wirecast® live video production software was used to stream live coverage of the Extreme Sailing Series final Act 8 to worldwide audiences. OC Sport, a global sports marketing company that specializes in professional sailing and other outdoor events, selected Wirecast to broadcast the 2012 sailing circuit to multiple online locations, including iOS applications, YouTube, and the Extreme Sailing Series website. The Act 8 championship took place December 6-9 in Rio de Janeiro, Brazil.

"Wirecast has stood up to everything we have asked of it, and I am pleased with its consistent performance throughout the 2012 season," said Wez Maynard, brand and marketing services manager at OC Sport. "In Rio, we experienced some of our best racing since the series began over five years ago, and Wirecast allowed us to stream for the first time in high-definition 720p video."

The Act 8 sailing finale was the culmination of eleven months of global touring to major cities for the eight Extreme 40 sailing teams. OC Sport has helped bring these events to worldwide audiences since the series inception in 2007. This past year, Maynard wanted to expand coverage by adding live webcasts so that fans could access the events on their computers, tablets, and mobile phones.

Maynard explored several live streaming options, but says he kept coming back to Wirecast because it offered high production value at a competitive price. In addition to providing the professional broadcast look that sports fans have come to expect, it met his needs for a portable solution that could easily be carried from one location to another. Wirecast is a complete live video production software package which OC Sport runs on a laptop computer. Importantly for Maynard, it also provides the ability to output live streams to multiple distribution formats, and in Rio it was used to provide feeds over a LAN to onsite VIPs for viewing.

"The needs of OC Sport highlight Wirecast's ability to reliably deliver broadcast quality video in a variety of compression formats to multiple online destinations and devices," said Barbara DeHart, vice president of marketing at Telestream. "We're honored that Wirecast travelled to Rio de Janeiro, a city with a rich sports heritage and passionate following of sports fans.

For more information about Telestream and Wirecast, visit http://www.telestream.net. For more information about OC Sport, visit http://www.ocsport.com.

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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; playout, delivery, and live streaming; as well as management and automation 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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