



NEWS RELEASE

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ViewCast Niagara Streaming Media Encoders and Adobe Flash Media Server Power HarperCollins' New Digital Conference Center

PLANO, Texas — July 27, 2010 — ViewCast Corporation (OTCBB: VCST), a developer of industry-leading solutions for the transformation, management and delivery of digital media over enterprise, broadband, and mobile networks, today announced that venerable book and digital content publisher HarperCollins has selected advanced streaming media solutions from ViewCast and Adobe Systems Incorporated to power the company's live streaming and video on demand (VOD) media programming. With ViewCast Niagara® streaming media encoders and Adobe® Flash® Media Server software at the heart of HarperCollins' new digital conference center, the company is equipped with a feature-rich, easy to use streaming media platform for real-time and pre-recorded corporate communication and events.

Constructed at HarperCollins' corporate headquarters in New York, the company's new digital conference center was designed to facilitate live and on-demand broadcasting of executive addresses, guest speaker presentations, company meetings and corporate training programs to company employees. To ensure optimal streaming performance, reliability and manageability, HarperCollins implemented ViewCast Niagara streaming media encoders – including the Niagara 2120 and a Niagara GoStream SURF – networked to two servers running Adobe Flash Media Server software.

“HarperCollins is at the forefront of leveraging online video to improve business communications and collaboration between their employees and stakeholders across the enterprise,” said Scott Wellwood, director of business development for Rich Media at Adobe. “It’s exciting to see the combination of the Adobe Flash Platform and ViewCast Niagara encoders, bringing cutting-edge technology that meets critical business needs. With the leading Web design and development platform, Adobe helps partners create expressive applications, content, and video that runs consistently across operating systems and devices, and reaches more than 98 percent of Internet-enabled desktops in the Enterprise.”

“HarperCollins’ innovative implementation of ViewCast Niagara encoders and Adobe Flash Media Server underscores the value and operational agility that streaming media can bring to any business, and reaffirms the strength of ViewCast’s technology integration with the Adobe Flash Platform,” said ViewCast president and CEO Dave Stoner. “For corporate communication applications, emails and memos can never match the immediacy and impact enabled via online video streaming. Even for a centuries-old company born of the printing press, digital media has the power to transform the scope and effectiveness of key business initiatives.”

“With ViewCast, we were assured proven, professional-grade streaming media systems that were easy to deploy and intuitive to use, complemented with excellent service and support,” said Steve Leiterstein, Senior Director, Desktop Services, HarperCollins. “The Adobe Flash Platform provides a rich, bandwidth-optimized viewing experience across all of our supported operating systems.”

About ViewCast

ViewCast’s award-winning solutions simplify the complex workflows required for the Web-based streaming of news, sports, music and other video content to computers and mobile devices, empowering broadcasters, businesses and governments to easily and effectively reach and expand their audiences. With more than 350,000 video capture cards deployed globally, ViewCast sets the standard in the streaming media industry. ViewCast Niagara® streaming appliances, Osprey® video capture cards, and Niagara SCX® encoding and management software provide the highly reliable technology required to deliver the multi-platform experiences driving today’s digital media market.

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