



NEWS RELEASE

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ViewCast to Showcase New Streaming Media Software and Digital Media Management Solutions at IBC 2010

PLANO, Texas — August 23, 2010 — Next month at IBC 2010 in Amsterdam, ViewCast Corporation (OTCBB: VCST), a developer of industry-leading solutions for the transformation, management and delivery of digital media over broadband, enterprise and mobile networks, will showcase its latest software and digital media management solutions, designed to optimize the management, scheduling and online delivery of rich media content. ViewCast products that will be showcased at the event include Niagara SCX® 6.2 streaming media management software with support for HTTP-based adaptive streaming to Apple® mobile devices; SchedulStream® scheduling software used to schedule and automate the timing of live streaming events; and ViewCast Media Platform (VMp™), a unified framework that helps organizations manage the full life cycle of their digital media.

“ViewCast’s commitment to meeting the unique needs of digital content generators, distributors, and consumers is stronger than ever, and this is reflected in the breakthrough solutions that we’ve introduced to the market in 2010,” said ViewCast President and CEO Dave Stoner. “Our ever-accelerating pace of innovation ensures that our customers are equipped with the industry’s most powerful, flexible streaming media and digital media management capabilities, and this will be on full display at IBC 2010.”

Niagara SCX® 6.2 is an enhanced version of the Company’s powerful streaming media management software that supports HTTP-based adaptive streaming to Apple® iPhone®, iPad® and iTouch® mobile devices. New features include integrated segmenting, adaptive bit-

rate encoding, support for CDN authentication protocols, and built-in AES-128 encryption. Niagara SCX software supports all of the most popular media formats, including Adobe Flash Dynamic Streaming, Windows Media/Silverlight, 3GPP mobile and others. By eliminating the need for an external iPhone stream segmenter, ViewCast has simplified encoding workflows and reduced overall system costs.

At the heart of Niagara SCX 6.2 is the new "Adaptive Live Media Publisher" component, which simultaneously creates multiple H.264 video streams that are time-aligned to support delivery in adaptive formats. Adaptive formats dramatically improve the viewer experience by allowing the media player to dynamically select the appropriate bit rate for each viewer's available bandwidth, eliminating "re-buffering" delays.

SchedulStream® scheduling software enables users to schedule and manage the date and time of live streaming events or multiple streaming sessions on ViewCast Niagara encoding appliances. It simplifies the digital archiving of video content and remote management when used in conjunction with Niagara encoding appliances and Niagara SCX software.

SchedulStream optimizes scheduling workflows by using streaming templates established for specific business applications. By automating both live and on-demand encoding and streaming functions, SchedulStream enables companies and organizations to be more productive in their use of live encoding systems. As a result, it is the perfect scheduling solution for broadcast, education, and government users who create content for webcasting, video on demand (VOD), and distance learning purposes.

ViewCast Media Platform (VMP™) is a unified framework that helps organizations manage the full life cycle of their digital media. *VMP* supports online video, including content acquisition, transformation, indexing, workflow and distribution. Together with the Portal, Live and Production modules, *VMP* provides comprehensive support for live video sources and events as well as archived or on-demand content. Organizations from all sectors - especially media and entertainment, education, retail/CPG, finance and government can build new audiences and engage with customers like never before by delivering IP video to all "three screens," building brand equity by "going viral," training and communicating among distributed workforces more effectively, and collapsing production cycles that can help get products to market faster.

ViewCast at IBC 2010

ViewCast will be demonstrating **Niagara SCX 6.2**, **SchedulStream**, **VMP** and other solutions at IBC in Amsterdam, September 10 – 14, 2010. Visit ViewCast at IBC Stand IP312, Hall 9.

More information about ViewCast video streaming solutions is available at www.viewcast.com.

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About ViewCast

ViewCast develops industry-leading hardware and software for the transformation, management and delivery of professional quality video over broadband, enterprise and mobile networks. 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 VMP™ video management systems provide the highly reliable technology required to deliver the multi-platform experiences driving today's digital media market.

ViewCast (www.viewcast.com) is headquartered in Plano, Texas, USA, with sales and distribution channels located globally.

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