



NEWS RELEASE

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ANTENA 3 Upgrades to ViewCast Niagara Pro II Streaming Media Infrastructure

Leading Spanish communications group selects next-generation, professional-grade video encoding appliance to stream all live events

PLANO, TX, July 28, 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 ANTENA 3, a leading commercial communications group in Spain, has upgraded its streaming media platform with the purchase of Niagara Pro II systems. The Niagara Pro II is the next generation in professional-grade video streaming appliances, offering powerful processors and large memory capacity with two independent channels to capture SDI video and encode multiple full-resolution (D1) streams. Loaded with the high-end features that professionals demand, the Niagara Pro series is the preferred choice for broadcasters, studios, enterprise IT departments, content delivery networks (CDNs) and network service providers.

Antena 3 has put its trust in ViewCast solutions since 2006, when it obtained the rights to transmit the Champions League soccer tournament over the Internet. Since that time, ANTENA 3 has used ViewCast's Niagara 4115 series to stream all its live events. Now, four years later, ANTENA 3 looks to ViewCast again, upgrading to the latest professional-grade encoding appliance to help them successfully respond to the ever-increasing demand from its audiences for Internet TV services.

“ViewCast has been a reliable provider of superior-quality video capture technology. As our applications for streaming media have expanded and evolved, ViewCast has been quick to respond with another high-performance, easy-to-use solution for webcasting, mobile streaming and Internet TV,” said Miguel Rodriguez Prieto, Sub Director of Systems at ANTENA 3. “The upgrade to ViewCast Niagara Pro II encoders is consistent with our continuous efforts to offer our audiences the best access to content over the web.”

“The video-over-IP market in Spain and Portugal continues to develop at a rapid pace, and our relationship with ANTENA 3 has allowed us to increase our visibility in this region by providing the local industry with the technology infrastructure it needs to deliver cost-effective, professional-quality video over IP and mobile networks,” said ViewCast President and CEO Dave Stoner. “We appreciate ANTENA 3’s faith in our technologies and look forward to supporting the company’s streaming media needs for many years to come.”

Richard Spellman of Ambient Media, ViewCast’s Master Distributor in Spain said, “I’m delighted that ANTENA 3 has chosen to upgrade its streaming platform with the latest ViewCast systems. ViewCast has a reputation for ease of use, high quality video and rock-solid reliability. In addition to recent technologies, such as H.264 video and Advanced Audio Coding, we can now add the ability to schedule streaming sessions to ViewCast’s growing list of benefits.”

About Niagara Pro II

The Niagara Pro II encoders are utilized by many of the world’s leading broadcasters for high-quality, high-resolution video capture and streaming. This professional-grade encoding appliance offers an array of innovative features designed to meet the rapidly expanding online video needs of broadcasters/studios, enterprises and Internet/network service providers.

As with all Niagara encoders, Niagara Pro II excels at capturing, encoding and streaming video and audio over the Internet and mobile networks for live viewing and video-on-demand applications. To meet the challenges of streaming globally to multi-platform audiences, the Niagara Pro II comes standard with ViewCast’s exclusive Simulstream® and Niagara SCX® control and management software; both pre-configured and ready to use. These applications allow users to manage their streaming workflow from a single, user-friendly Web interface and enable a single video source to be streamed simultaneously at multiple resolutions, at multiple

data rates, and in a variety of streaming formats, including H.264, MPEG-4, Adobe® Flash®, Windows Media® (Silverlight™ compatible) and 3GPP/3GPP2 for mobile applications.

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

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About ANTENA 3

ANTENA 3 is one of Spain's leading commercial communications groups. The company operates in different communications areas through its brands: ANTENA 3, ONDA CERO, EUROPA FM, NEOX, NOVA, ATRESADVERTISING, MOVIERECORD, ANTENA 3 MULTIMEDIA, UNIPUBLIC, I+3, ANTENA 3 FILMS and ANTENA 3 EVENTOS, amongst others.

About ViewCast

ViewCast develops industry-leading hardware and software for the transformation, management and delivery of professional quality video over IP 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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