



NEWS RELEASE

ViewCast Contact:

Jeff Kopang
Vice President of Marketing
Tel: +1 (972) 488-7200
E-mail: jeffk@viewcast.com

PR Agency Contact:

Jessie Glockner
Rainier Communications
Tel: +1 (508) 475-0025 x140
E-mail: jglockner@rainierco.com

Investor Contact:

Matt Clawson
Allen & Caron
Tel: +1 (949) 474-4300
E-mail: matt@allencaron.com

ViewCast to Debut New Streaming Media and Digital Content Management Solutions at 2010 NAB Show

NAB attendees to get first look at new ViewCast Media Platform (VMp), Niagara SCX 6.2 streaming media management software with Apple iPhone support, and SchedulStream scheduling software

PLANO, Texas — April 5, 2010 — ViewCast Corporation (OTCBB: VCST), a developer of industry-leading solutions for the transformation, management and delivery of digital media over IP and mobile networks, will showcase the three newest entries in its solution portfolio at the 2010 NAB Show in Las Vegas, April 10-15, Booth SL1709. These new solutions – ViewCast Media Platform (VMp™), Niagara® SCX® 6.2 streaming media management software with Apple® iPhone® support, and SchedulStream® scheduling software – will be making their world debut at the industry’s largest gathering of digital media professionals, with over 85,000 people expected to attend. ViewCast will also be hosting live demonstrations of its Niagara 7500 and Niagara 2120 streaming media appliances at the event.

“The recent pace of technology innovation at ViewCast has been breathtaking to witness, and the 2010 NAB Show is the perfect forum to showcase our latest breakthrough solutions,” said ViewCast President and CEO Dave Stoner. “Customers of all sizes and levels of technical expertise can apply this new technology to elevate the power and value of their digital media

infrastructure, with seamless solution interoperability to assure end-to-end content management flexibility.”

ViewCast Media Portal (VMp) – VMp is a unified framework that helps organizations manage the full lifecycle of their digital media content, supporting online video publishing, live video streaming, video on-demand and digital asset management. VMp manages the entire lifecycle of digital media, from capture through delivery, including ingest, transformation, indexing, workflow management, search, publishing and distribution capabilities. Comprised of the VMp Live, VMp Portal and VMp Production modules, VMp affords users the flexibility to choose the modules that address their unique requirements and evolve their VMp implementation as business needs, objectives and applications change.

Niagara SCX 6.2 with Apple iPhone Support – ViewCast’s powerful streaming media management software now supports HTTP-based adaptive streaming to Apple iPhone 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 provides a single, unified user experience for all of its supported streaming codecs, equipping users with unmatched flexibility to reach their audience via the most popular media formats, including Adobe Flash H.264, Windows Media®, Silverlight®, RealVideo®, 3GPP and other formats – simultaneously, in any combination – via one easy-to-use interface.

SchedulStream Software – ViewCast’s SchedulStream software enables users to schedule and automate live and on-demand encoding and streaming functions. SchedulStream optimizes scheduling workflows and productivity with easy-to-use templates for applications, including webcasting, video on demand (VOD), and distance learning, providing an intuitive web-based interface that enables users to schedule the delivery of content for a specific date and time, including one-time, repeat, and ad hoc encoding sessions. Designed for use with Niagara SCX software, SchedulStream can be administered remotely, and supports simultaneous encoding of multiple formats and channels.

ViewCast at 2010 NAB Show

ViewCast will be previewing VMp, Niagara SCX 6.2 streaming media management software with Apple iPhone support, and SchedulStream, and will be hosting live demonstrations of

Niagara 7500 and Niagara 2120 streaming media encoders at 2010 NAB Show in Las Vegas, Nevada, April 10-15. Visit ViewCast at Booth SL1709.

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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