



## NEWS RELEASE

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### **New ViewCast Media Platform (VMp™) Enables Seamless End-to-End Digital Media Management**

*Modular solution streamlines and automates complex video production processes, enhances collaboration and maximizes efficiencies across the enterprise*

**PLANO, Texas — April 7, 2010** — ViewCast Corporation (OTCBB: VCST), a developer of industry-leading hardware and software for the transformation, management and delivery of professional quality video over IP and mobile networks, today unveiled **ViewCast Media Platform (VMp™)**. VMp is a unified framework that helps organizations manage the full life cycle of their digital media content, including IP video. It supports online video publishing, live video streaming, video on-demand and digital asset management. The technology obtained through the acquisition of Ancept in 2009 provides the core functionality of VMp, including content acquisition, transformation, indexing, workflow and distribution.

ViewCast President and CEO Dave Stoner noted that organizations from all sectors, especially media & entertainment, education, retail/CPG, finance and government, are looking for new ways to leverage the power of digital media to attract new audiences, engage with customers, build brand equity, train and communicate more effectively with distributed workforces, in order to get products to market faster. ViewCast provides a single platform to address all of these requirements. Its unique approach unifies the capabilities of digital asset management (DAM) for production, video on demand (VOD) systems for training, enterprise video communication (EVC) systems for mass communication, on-line video publishing systems for outbound communications as well as live scheduling and event management.

“Digital media is transforming the way we communicate, educate, persuade and entertain,” Stoner said. “VMp is the first unified solution to address the many cross-functional objectives that exist in today’s enterprise. By combining ViewCast’s industry-leading Osprey and Niagara IP video encoding solutions with the capabilities of VMp, we’ve created the most comprehensive solution available for driving value with digital media in today’s IP-centric digital media marketplace.”

VMp comprehensively manages the entire lifecycle of digital media, from capture through delivery, including ingest, transformation, indexing, governance, enterprise integration, publishing and distribution capabilities. Its modular architecture provides users with the flexibility to evolve their VMp implementations as business needs, objectives and applications change. 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.

#### VMp Portal

- Collect, manage, share and publish digital media content easily throughout the enterprise.
- A YouTube-style user interface lets you upload, tag, manage, search, share and view all your audio, video, images and multimedia content.
- Publish or syndicate content to other systems as well as corporate Web sites.

#### VMp Live

- Schedule, capture and deliver live video to viewers anywhere on the network.
- Manage and operate any number of video encoders while centralizing and automating basic tasks such as start/stop encoding, assign encoding profiles and record feeds.
- Perform functions manually or automatically based on pre-defined schedules.

#### VMp Production

- Collaborate, centralize, streamline and automate production processes.
- Accommodates a wide variety of media content types, including Microsoft® Office documents, Adobe® Acrobat PDF files and still image files, in addition to audio and video media.
- Improve workflow business processes while reducing production costs.

Visit ViewCast at NAB, April 12 – 15, 2010, Las Vegas, Nevada (Booth SL1709) and discover how VMp can help you leverage the power of digital media to build new audiences and engage with customers like never before.

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## **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 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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