



NEWS RELEASE

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ViewCast Announces Availability of *VMp* Portal and *VMp* Live Modules for ViewCast Media Platform (*VMp*[™])

VMp Portal and VMp Live software modules enable advanced digital media management capabilities

PLANO, Texas, August 17, 2010 – 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, today announced the immediate availability of its *VMp* Portal and *VMp* Live software modules, both part of the ViewCast Media Platform (*VMp*[™]) suite of products. *VMp* Portal can be implemented independently, or in conjunction with the *VMp* Live module as a unified framework for managing digital media content throughout its life cycle – from live ingest, to archiving, search and asset sharing, including distribution and publishing. *VMp* Portal and *VMp* Live offer the following capabilities:

***VMp* Portal**

- Collect, share, view and distribute digital media content easily throughout the enterprise.
- Upload, tag, manage, search, share and view audio, video, images and multimedia content using a YouTube[™]-style user interface.
- Publish or syndicate content to other systems as well as corporate Web sites.

VMp Live

- Utilize the intuitive web-based calendar to schedule, capture and manage live events for delivery to laptops, cell phones and mobile devices.
- Remotely control any number of Niagara video appliances while centralizing and automating basic tasks such as start/stop encoding and encoder resource management.

“With the arrival of *VMp Portal* and *VMp Live*, ViewCast is meeting the surging demand for sophisticated yet easy-to-use digital media management solutions that enable organizations of all sizes and charters to yield the greatest possible value from their digital assets,” said ViewCast President and CEO Dave Stoner. “*VMp* empowers users to utilize digital media in new and innovative ways and streamline workflows to enhance productivity, while offering a modular framework that assures unmatched flexibility and management agility.”

About *VMp*

Comprised of the *VMp Portal*, *VMp Live* and *VMp Production* modules, *VMp* provides a unified platform for collecting, managing, sharing and publishing media content to help organizations leverage the power of digital media. Supporting online video publishing, live video streaming, video on-demand and digital asset management, *VMp* enables users to streamline and automate complex video production processes, enhance collaboration and maximize efficiencies across the enterprise. *VMp*'s modular architecture affords users the flexibility to choose the modules that address their unique requirements, and provides users with the flexibility to evolve their *VMp* implementations as business needs, objectives and applications change.

For more information about *VMp*, visit <http://www.viewcast.com/products/viewcast-media-platform>

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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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