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ViewCast to Showcase New Products and Technologies at Broadcast Video Expo in London

Who: ViewCast Corp, an industry-leading developer of video streaming solutions and creator of Niagara® streaming systems, Osprey® video capture cards, and video management systems.

What: At BVE, ViewCast will feature a range of new and established product lines, as well as its compatible encoding formats. The company will feature the following products:

- The newest addition to the Niagara® line, the Niagara® 9100-8A and 2D models
- The Niagara® 7550, Pro II, 4100 and 2120.
- Apple® HTTP live streaming and Microsoft® Live IIS Smooth Streaming, encoding formats available with Niagara SCX® 6.5 on the Niagara 9100 series, Niagara 7550, and Niagara 4100

When: Tuesday, February 14, 2012, 9:30am – 6pm; Wednesday, February 15, 9:30am – 6pm; Thursday, February 16, 9:30am – 4:30pm GMT

Where: Booth #H29, Earls Court 2 Exhibition Centre, London, UK

Why: The growth of broadband access combined with increasingly efficient compression and transport technologies has created an exciting new means of delivering video content to a global audience. Streaming media has provided many organizations – small and large – with a cost-effective way to reach anyone, virtually anywhere, through computers, cell phones and mobile devices.

To take advantage of this opportunity in streaming media, learn more about how your organization can increase efficiencies, reduce costs and expand your audience in today's digital media marketplace by visiting ViewCast at BVE. ViewCast provides powerful yet easy-to-use digital media management tools, to professional-grade HD streaming systems to deliver video to broadband and mobile networks.

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 400,000 video capture cards deployed globally, ViewCast sets the standard in the streaming media industry. ViewCast Niagara® streaming systems, Osprey® video capture cards and 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.