



## NEWS RELEASE

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### **ViewCast Updates Niagara SCX® Encoder Management Software to Combine Audio Enhancements, Simplified Interface for Flexible Streaming Options**

#### ***Niagara SCX v7.0 With MPEG-2 Transport Stream Manages High-Quality Streams At Lower Cost***

**PLANO, Texas, August 19, 2012** – ViewCast Corporation (OTCBB: VCST) today released an updated version of its Niagara SCX® encoding, control and management software to provide service providers more cost-effective delivery and user control. Niagara SCX version 7.0 offers a new output streaming format, MPEG2 Transport Stream (TS), and will now be standard on all recently released and upcoming Niagara streaming media systems.

“The introduction of a new streaming format is integral to the success and user satisfaction for advanced management software. MPEG2 TS is a standard in IPTV, and with the updated version of Niagara SCX on all new products, service providers can now manage high-quality streams to set top boxes at a lower cost,” said John Hammock, President and CEO of ViewCast, a developer of industry-leading solutions that help companies deliver video to mobile devices and televisions. “This is another key step towards gaining a foothold in the larger markets for cable and telcom service providers, for which we can provide superior technologies in terms of streaming quality, flexibility and durability in the field.”

Niagara SCX version 7.0 brings added flexibility to new products, as the MPEG2 TS supports both MPEG-2 and H.264 encoding. The recently released Niagara 9100-2D with new Niagara

SCX software can stream digitally in either SD or HD. The same software allows the analog Niagara 2200 to deliver local content at a highly competitive price.

“This flexibility of the new version of Niagara SCX will help a wide variety of users accomplish streaming needs, as the software combines audio enhancements and a simplified interface with our well established Osprey technology,” said Adrian Giuhat, Senior VP of Product Development /CTO. “It simplifies the process for broadcasters to transcode national feeds and service providers to accomplish over-the-top (OTT) overlay and HTTP live streaming (HLS) extension. It also allows enterprisers LAN distribution, including streaming to set top boxes.”

A simple and user-friendly platform, the Niagara SCX version 7.0 also delivers the following new features and benefits:

- **Simultaneous Control with SNMP:** Simple network management protocol (SNMP), enables the interconnection with network management tools so customers can control one or several Niagara systems simultaneously. Now, customers can start and stop all pre-defined encoders or just specific ones, as well as pre-defined groups of encoders. This control also extends to system and encoder monitoring.
- **Supportability Enhancements:** Supportability enhancements such as an automatic online registration tool enables direct communication between the Niagara system and ViewCast support team, making future remote software updates faster and easier.
- **Closed Caption support:** A simplified interface control now lets customers overlay CEA-608 (standard definition) and CEA-708 (high definition) closed caption information onto video.
- **Additional Audio Codecs:** High efficiency advanced audio coding (HE-AAC) for Flash and MPEG-4 improves audio quality at lower bitrates which is ideal for mobile devices.

Existing product lines (Niagara GoStream® SURF, 9100-4A, 9100-8A and 7550) can be upgraded to Niagara SCX version 7.0. Customers who have these Niagara products can purchase a software upgrade with detailed instructions.

For more information on the latest Niagara and Osprey products, please visit:

[www.viewcast.com](http://www.viewcast.com)

### **About ViewCast**

ViewCast enables anyone to deliver video whenever, wherever. With more than 400,000 Osprey® video capture cards and thousands of Niagara® streaming systems deployed globally, ViewCast is at the forefront of the video industry.

ViewCast ([www.viewcast.com](http://www.viewcast.com)) is headquartered in Plano, Texas, USA, with sales and distribution channels located globally.

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