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ViewCast Announces New Niagara® 9100 Streaming Video Encoder Series

Industry's Highest-density Solution Boosts Performance While Reducing Size and Cost; Ideal New Solution for Larger, High-Volume Network Customers

PLANO, Texas, January 18, 2012 – In direct response to the market's demand for increased digital media performance in less space, ViewCast Corporation (OTCBB: VCST) today announced the availability of its new Niagara® 9100 series – a sleek, 1RU, ultra high-density/high-performing video encoder platform. This new video encoder series streams SD and HD video and enables service providers, broadcasters and enterprises to power digital content for existing and new audiences in the mobile, web and IPTV environments.

"An ideal solution for content delivery networks and network service providers seeking to monetize digital media, the Niagara 9100 delivers multiple, simultaneous streams in a variety of formats," said John Hammock, President and CEO of ViewCast, a developer of industry-leading solutions that help companies deliver video to broadband and mobile networks. "Our stated strategy is to find and fill the needs of new larger market segments and the 1RU platform on the 9100 provides these customers with savings on space and power consumption while paying a lower price per channel with up to eight independent channels in this single device."

Optimized for digital media applications including live streaming/simulcasting, webcasting, mobile TV, archiving/video on demand and IPTV, the Niagara 9100 uses the latest multi-core CPU technology. It can be configured for a variety of video and audio inputs, including HD-SDI, component Y/C, and composite video with balanced, unbalanced, embedded and AES/EBU audio, providing exceptional performance.

"We've designed the Niagara 9100 series product line with a common software architecture incorporating high-density boards that are capable of delivering high video encoding capabilities. This approach provides a small footprint and allows for rapid time to market at an excellent performance/price ratio," said Adrian Guihat, Senior Vice President of Product Development and CTO of ViewCast.

A flexible web interface provides remote setup, control and monitoring as well as access to all of the popular industry streaming formats. Workflow can also be optimized via the development of customized solutions with ViewCast's powerful and accessible Niagara SCX® Software Development Kit (SDK).

For technical specifications and details regarding the Niagara 9100, please visit: http://www.viewcast.com/products/niagara-systems/niagara-9100

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 $VMp^{™}$ 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.

Safe Harbor Statement

Certain statements in this release are forward-looking within the meaning of the Private Securities Litigation Reform Act of 1995 and reflect the Company's current outlook. Such statements apply to future events and are therefore subject to risks and uncertainties that could cause actual results to differ materially. Important factors that could cause actual results to differ materially from forward-looking statements include, but are not limited to, changes in market and business conditions, demand for the Company's products and services, technological change, the ability of the Company to develop and market new products, increased competition,

the ability of the Company to obtain and enforce its patent and avoid infringing other parties' patents, and changes in government regulations.   All written and verbal forward-looking statements attributable to ViewCast and any person acting on its behalf are expressly qualified in their entirety by the cautionary statements set forth herein. ViewCast does not undertake any obligation to update any forward-looking statement to reflect circumstances or events that occur after the date on which the forward-looking statements are made. For a detailed discussion of these and other cautionary statements and factors that could cause actual results to differ from the Company's forward-looking statements, please refer to the company's reports on Form 10-K and 10-Q on file with the U.S. Securities and Exchange Commission.

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