



NEWS RELEASE

ViewCast Contact:

Jeff Kopang
Vice President of Marketing
Tel: +1 (972) 488-7200
E-mail: jeffk@viewcast.com

PR Agency Contact:

Jessie Glockner
Rainier Communications
Tel: +1 (508) 475-0025 x140
E-mail: jglockner@rainierco.com

Investor Contact:

Matt Clawson
Allen & Caron
Tel: +1 (949) 474-4300
E-mail: matt@allencaron.com

ViewCast's Niagara[®] 7550 Receives *TV Technology* Europe STAR Award for Innovation at IBC 2011

Streaming media appliance allows users to leverage multiple adaptive streaming formats

PLANO, Texas, September 20, 2011 – ViewCast Corporation (OTCBB: VCST), a developer of industry-leading hardware and software for the transformation, management and delivery of professional quality video over broadband and mobile networks, today announced that its Niagara[®] 7550 streaming media appliance has received the prestigious STAR Award from *TV Technology Europe* magazine, which was presented at IBC 2011 in Amsterdam, the premier annual event for professionals engaged in the creation, management and delivery of entertainment and news content worldwide.

The Niagara 7550 brings a new standard of quality and performance to professional video streaming. With its impressive processing power, customers can deliver video in multiple adaptive formats simultaneously with a single streaming system, maximizing their investment and allowing them to reach a larger audience of web and mobile viewers.

The STAR Award (Superior Technology Award Recipient) is designed to celebrate and showcase the preeminent technological innovations available to the broadcast industry. *TV Technology Europe* and NewBay Media staff reviewed a variety of products, examined the technical applications and their overall contribution to the industry, and then chose 25 winning products.

"STAR awards are given to interesting new products that help a user save money or accomplish a task in an easier way," said Mark Hallinger, Editor of *TV Technology Europe*. "The products

selected help advance the industry--some were chosen because of technical novelty or innovation, some because they filled an important gap in the production or transmission chain, and some because they were just cool products."

"Receiving a technology award for the Niagara 7550 is the ultimate compliment, and further validates the quality and innovation of our streaming solutions and our ability to create new products that reflect the evolving needs of the media marketplace," said John Hammock, President and Chief Operating Officer of ViewCast. "We are honored to be presented with this award, and would like to thank the panel of judges for their recognition of our industry-leading products and services."

The newest release in ViewCast's Niagara 7500 series, the Niagara 7550 takes advantage of the latest multi-core processing technology, greatly expanding its adaptive streaming capabilities and making it the most powerful, feature-rich streaming appliance for Web-based delivery of high-definition video currently available from ViewCast. By enabling users to simultaneously leverage multiple adaptive streaming formats, including Apple® HTTP adaptive streaming for Apple® iPads and iPhones, and Adobe® Flash® dynamic streaming, the Niagara 7550 is able to meet the needs of the most demanding professional broadcasting applications and other professional-level high-definition video distribution requirements.

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 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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