

Product Sheet

LiveCast...When reporters can't wait for the crew

When it comes to gathering and reporting news, being on the scene is not enough. If reporters have to wait until the camera crew arrives, they might not capture important parts of the story - in fact, they may miss the entire story. With news now an instant, 24/7 business, it's unacceptable to deliver only after-the-fact coverage.

Now any reporter or videographer, equipped with only a mobile phone loaded with LiveCast, can capture news as it happens and stream video in real-time to the production team. The video can then be edited and broadcast in the same manner as any traditional feed. And, it can all be done before the camera crew arrives. With LiveCast, you'll never miss a story again.



Developed Specifically for Broadcasters

LiveCast's backend system has been engineered to work seamlessly with the broadcaster's non-linear editing and play-out infrastructure. Broadcasters now have a radically new, flexible, affordable and highly mobile way of creating the content that matters, and delivering it to their viewers.

Key LiveCast Features

- **Easy to use** – On your Livecast enabled device, simply press 'Start' and you're streaming live video. Press 'Stop' and video is automatically saved on a server, ready to share on-demand.
- **Flexible viewing** – Videos can be watched live or later on-demand using PCs, Macs and mobile phones—allowing producers, news desks, or station GMs timely access to footage wherever they may be.
- **Efficient notification** – Quick selection of contact or group of contacts to notify via SMS or e-mail that your field reporter is live.
- **Location tracking** – Capture the exact location frame-by-frame in the video stream using a GPS receiver (Bluetooth or built-in) and allow news desk or even viewers to dynamically track a transmission point on a map.
- **LiveCast Studio** – Allows your newsdesk to monitor, manage live feeds, chat-back with reporters in real-time and map multiple LiveCasts simultaneously, plus provides instant access to reporter's archived videos for retransmission or download.

How LiveCast Benefits Broadcasters

- Bring news to your viewers before the competitors.
- Never miss a story because of a delayed camera crew.
- Get an easy way to archive all videos from any number of end users in one place.
- Show viewers the event location using GPS on an online map.