

# **NEWS RELEASE**

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# Tyrell provides Irish Political Party Fine Gael with Streaming Solution from ViewCast

Fine Gael Webcasts Live Coverage from 2009 Ard Fheis Political Conference

PLANO, Texas — April 13, 2009 — ViewCast Corporation (OTCBB: VCST), a developer of industry-leading hardware and software for the transformation, management and delivery of professional quality video-over-IP and mobile networks, today announced that Tyrell:CCT (Content Creation Tools), Ireland's leading reseller of creative technology solutions, provided ViewCast's Niagara<sup>®</sup> GoStream<sup>®</sup> SURF solution to Fine Gael, one of Ireland's fastest growing political parties, for use in streaming video content.

"The ViewCast solution was selected by Fine Gael as a key tool in broadening its communications channels, both internally within the party and with the wider public. Fine Gael required a solution that would enable them to stream live video of regular updates, open meetings and question and answer sessions with the party leader and other key members of the organization. ViewCast's Niagara GoStream SURF solution also played an important role in Fine Gael's communication strategy during its Ard Fheis conclave in Dublin, on April 3 and 4. The party used the GoStream SURF to deliver live feeds and commentaries from this key event. The ViewCast solution allows Fine Gael to create a much stronger presence on the Internet," said Michael McLoughlin, Strategic Manager, Fine Gael. "We can communicate much more

effectively with our audience and also react much faster to political events as they unfold. In effect we've got our own self-contained TV channel."

"Fine Gael was originally looking for a portable streaming device that was cost effective, easy to setup and portable enough for use in remote locations, and they found such a solution with ViewCast. We are confident that the GoStream SURF will enable Fine Gael to quickly enhance its political traction and stand out within the Irish political arena," said Bryan Malone, Managing Director, Tyrell.

McLoughlin from Fine Gael added, "Tyrell's support and assistance has helped us to get up and running quickly and smoothly. With the ViewCast solution, there's no reliance on expensive third-party encoding companies or rental companies - we're now fully self sufficient and have incredible flexibility. We're also looking forward to rallying our constituents at our local elections with innovative activities during the election campaign, including a members-only broadcast from the party leader, interviews and video profiles of key candidates."

"Today, the Internet has become more accessible than ever before. Literally any enterprise, school, government agency, religious or charitable organization can leverage this new communication medium to broadcast an event or meeting with Webcasting without massive capital outlays," said Dave Stoner, ViewCast President and CEO. "We're delighted that Fine Gael is using the ViewCast Niagara GoStream SURF to expand their reach to better serve their organization through Webcasting their live events and meetings."

The Niagara GoStream SURF is a powerful solution for streaming events from demanding environments, offering simultaneous Internet and mobile streaming in multiple resolutions, multiple formats and at multiple bit rates. It is a small, light, yet extremely durable self-contained unit that enables users to broadcast on location or anywhere they can access an IP network.

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#### **About Fine Gael**

Fine Gael is one of Ireland's fastest growing political parties, with more than 30,000 members. It has a history of reforming, progressive Government, balancing the need for economic development with ensuring everyone shares the benefits of growth. Fine Gael bases its outlook on key principles: Equality of Opportunity, Enterprise and Reward, Security, Integrity and Hope.

## **About Tyrell**

Tyrell is Ireland's leading reseller of creative technology solutions for the broadcast, post production, education and corporate sectors. Established in 2000, Tyrell represents leading suppliers in the areas of video, audio and graphics. Tyrell's strengths combine over 40 years of industry expertise, a broad product portfolio, a dedicated technical support team and an extensive high-profile client base. Clients can also experience the latest broadcast, non-linear editing, and audio systems at Tyrell's dedicated demonstration suites, located in central Dublin. For more information, visit Tyrell at <a href="https://www.tyrell.ie/">www.tyrell.ie/</a>.

#### **About ViewCast**

ViewCast develops industry-leading hardware and software for the transformation, management and delivery of professional quality video over IP 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 300,000 video capture cards deployed globally, ViewCast sets the standard in the streaming media industry. ViewCast Niagara® streaming appliances, Osprey® video capture cards, and Niagara SCX® encoding and management software provide the highly reliable technology required to deliver the multi-platform experiences driving today's digital media market. For more information, visit www.viewcast.com/.

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