



## NEWS RELEASE

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### **ViewCast and BigLook360 Enable a Live Interactive Stream of the Grammy Awards Red Carpet**

**PLANO, Texas, February 11, 2013** – ViewCast Corporation (OTCBB: VCST) announced today it partnered with BigLook360 to enable a live video stream of the 2013 Grammy Awards Red Carpet in Los Angeles on Sunday, February 10, 2013.

BigLook360, the leader in providing interactive immersive video solutions, provided an exclusive live stream of the Grammy Awards red carpet interviews on People.com. BigLook360 let users control what they saw, creating a “just like being there” experience. Viewers could access the free live stream from <http://www.people.com>, where they were able to use the mouse to click and drag the cursor in any direction allowing for their own personal views of their favorite celebrities as they walked the Red Carpet.

The live stream was made possible with the BigLookLive system, an end-to-end solution that delivers live streaming, interactive immersive video from a location to anywhere in the world. BigLookLive allows each viewer to personally interact with the video content allowing them the control to direct their view when they want. BigLookLive includes ViewCast’s Niagara 4100, a portable streaming system that quickly and easily streams HD content to broadband and mobile networks.

“We chose the Niagara 4100 for its rugged design and the performance needed for a demanding customer,” said Lance Loesberg, CEO at BigLook360. “It is a proven HD encoder that we have used in the past and has proven itself in these demanding applications”

“The public is hungry for new ways to follow the every move of the celebrities they adore. Live video from BigLook360 that immerses viewers into the scene is one of the newest ways to meet the demand”, said John Hammock, President and CEO of ViewCast. “Our Niagara 4100 encoder is ideal for entertainment applications such as live concerts, music videos and behind the scenes action because it can deliver an ultra-wide HD image to viewers watching online on both desktops and mobile devices. We are thrilled we were able to work with BigLook360 to

create an immersive experience for fans at the Grammy Awards Red Carpet and look forward to future partnerships.”

### **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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### **About BigLook360**

BigLook360 blends content creation and video production to deliver dynamic, interactive immersive video experiences for applications customized to their client's needs. It has served customers in a variety of industries including advertising, marketing, sports, entertainment, special attractions, travel and tourism, education and training.

The company's expertise in producing interactive immersive video footage captures the users' experience like no other. BigLook360 creatively immerses the viewer into the scene, surrounding them with images seamlessly displayed in every direction resulting in a compelling experience.

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