

PROCASTER FROM MOGULUS RAISES THE BAR IN LIVE ONLINE VIDEO STREAMING INDUSTRY



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NEW YORK, April 15 /PRNewswire/ -- Mogulus today announced the launch of PROCASTER, a free software download available at www.procaster.com that allows digital media creators and producers to create live streaming video content with incredible ease and unprecedented production value. With PROCASTER, users can now stream video content in true-to-life high definition from their desktop or laptop computers to any Internet-connected web browser (no download is needed for the viewers).

PROCASTER offers the simplest-to-use broadcast experience, with a "one-click, go-live" interface. In addition to high-quality video, producers are able to broadcast whatever is on their computer screens live, including presentations, images, and even video and graphics-intensive video games.

While other real-time streaming services are mostly bound by web browser limitations for encoding and streaming video, PROCASTER breaks those barriers with its proprietary, robust encoder and compositing engine, opening the door to untapped production value for the Mogulus community of creative professionals.

"Pushing the envelope and delivering high production value tools to our producers has always been a key priority for Mogulus," said co-founder and CEO Max Haot. "With PROCASTER, we are significantly raising the stakes in our industry. Personally, I can't wait to

see what our vibrant community of producers will do with it, as they bring their own unique styles to these new content formats. We already know from our initial trials that PROCASTER will open up new forms of high-impact content creation online, which before the launch of PROCASTER was very difficult, if not impossible, to produce."

With PROCASTER's ScreenCasting technology, users can stream anything that's on their computer screens, including applications such as PowerPoint, as well as show graphics, photographs, online video and anything else visible in the browser or local files on the desktop. PROCASTER even streams the most demanding of computer applications; graphics-intensive high-end video games, enabling creation of a whole new form of entertainment around GameCasting.

Using PROCASTER in conjunction with Mogulus' online streaming service gives creators and producers of video content the ability to reach more than 100,000 live viewers quickly and easily via a Mogulus player embedded on any website, or via a unique channel on mogulus.com.

"PROCASTER is making the beauty, passion and creativity involved in film and television production accessible to everyone with an Internet connection,





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a camera and a personal computer," said Haot. "PROCASTER, in conjunction with the Mogulus streaming service, is truly disruptive as it has turned the million-dollar equipment studios into a thing of the past. With PROCASTER, users are given the power to create live, original television programming, all done on their own global broadcasting channel."

"Over the last few years the Internet has enabled many disruptive innovations and online services that have changed the entire music and movie industries. Now, with PROCASTER, we're seeing television change in such a way that everyone is invited to be a part of that change - not just to watch it happen, but to make it happen," added Haot.

PROCASTER is available now as a free download at <http://www.procaster.com>

PROCASTER:

- Is the easiest broadcasting application to use;
- Outputs the highest quality live video available;
- Performs screen and video game broadcasting flawlessly;
- Enables audience interaction and promotion with live chat and Twitter integration;
- Works in conjunction with a high-end streaming service that's also available for free – Mogulus.com.

ABOUT MOGULUS

Mogulus is the most powerful live broadcast platform on the internet. Producers can use the Mogulus browser-based Studio application to create LIVE,

scheduled and on-demand internet television to broadcast anywhere on the web through a single player widget. Our service comes in two flavors Free (ad-supported) and Pro (white-label, no-ads, pay for usage). Unique features include the ability to mix multiple live cameras, imported videos clips, and overlay graphics. With Mogulus, producers can broadcast live from a mobile phone; use a customizable flash player with integrated chat; and develop a branded channel page on Mogulus.com that incorporates interactive chat.

PRODUCT PAGE

<http://www.procaster.com>

COMPANY PAGE

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