

# LIVESTREAM LAUNCHES FREE IPHONE SERVICE DELIVERS 'ONE CLICK' LIVE STREAMING TO THE IPHONE



NO NEED FOR IPHONE USERS TO DOWNLOAD ANY APPLICATION

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**NEW YORK (Nov. 4, 2009)** –Livestream, the leading live Internet video platform, today announced the immediate availability of its free service for streaming live to the iPhone and iPod Touch.

Using Livestream Procaster, users can stream live from their webcam, video camera or even broadcast their PC or Mac desktop. Livestream producers can start streaming live to the addressable iPhone and iPod Touch audience over 3G or Wi-Fi connections, with less than five minutes of setup.

Livestream is the first to offer a turn-key streaming service that uses the new H.264 HTTP live streaming functionality included in the native QuickTime player that Apple has pre-installed on the iPhone. This means that Livestream producers do not need to obtain iPhone App Store approval to launch their own iPhone live streaming channel, nor do their viewers need to install any application. Streams are viewed using the iPhone's Safari browser.

Livestream has also provided a simple Representational State Transfer (REST) API for developers to integrate live streaming into their own iPhone websites or their own iPhone applications. Livestream Procaster includes a free streaming encoder, which means that no third party application or license needs to be purchased in order to stream live to the iPhone using Livestream.

"A key breakthrough is that the service doesn't require any proprietary player or application to be installed on

the iPhone. Producers are free to integrate the iPhone live stream with their own website, iPhone portal or iPhone application using the API provided," explained Livestream CEO and co-founder Max Haot.

Streaming live to the iPhone requires less than five minutes to install. Producers simply download and install Livestream Procaster for the PC or Mac from [www.livestream.com/procaster](http://www.livestream.com/procaster), connect their video camera or webcam, select iPhone 3G Quality, and press Go Live. User can view the live streams on their iPhone or iPod Touch by pointing their Safari browser to the channel they want to view at [iphone.livestream.com](http://iphone.livestream.com).

Livestream will first use this new feature at NewTeeVee Live, the conference for online video influencers being held on Nov. 13 in San Francisco. Viewers can watch it live at [iphone.livestream.com](http://iphone.livestream.com).

To get started or for more information visit [www.livestream.com/iphone](http://www.livestream.com/iphone).

## ABOUT LIVESTREAM

Livestream ([www.livestream.com](http://www.livestream.com) - formerly Mogulus) provides everything needed to easily webcast live, build an engaged audience and monetize these efforts. Founded in 2007, the company is based in New York and includes Gannett Co. as a minority shareholder and investor. Producers can use Livestream to create live, linear and on-demand Internet television to broadcast anywhere on the



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Web through a single embeddable player widget.  
The service comes in two flavors: Free (ad-supported) and Premium (adfree, white-label, higher-quality). Unique features include the ability to mix multiple live cameras, overlay graphics, and desktop streaming with 3D effects.

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