

TEDXEAST CHOOSES LIVESTREAM TO STREAM INAUGURAL EVENT LIVE



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NEW YORK (Nov. 4, 2009) –On Nov. 6, TEDxEast is coming to New York. The inaugural TEDxEast event will feature a half-day of speakers, TEDTalks, music and dance. The “Developing World Ideas” theme explores the people and processes that drive “world ideas” through stories that resonate on a global stage. Guest speakers will include web entrepreneur Rachel Sterne, best-selling author Suzy Welch and Kickstarter CEO Perry Chen among others.

In the spirit of ideas worth spreading, TED has established TEDx, a program of local, self-organized events that bring people together to share a TED-like experience. TED Conferences invite the world’s leading thinkers and doers to speak for 18 minutes. Their talks are then made available, free, at TED.com.

TEDxEast has chosen to broadcast the entirety of their first event via Livestream, the leading broadcast platform and community for streaming media. Livestream allows the webcast to be embedded anywhere, including integration with Facebook and Twitter to allow users of the social media tools to engage in the ongoing conversation of TEDxEast. The conference is subsequently provided with immediate interaction with those viewers via the social stream, adding a new dimension to their live broadcast while further helping their message reach many thousands of viewers online. TEDxEast will be viewed live by TEDx

groups in Argentina, Canada, Chile, Holland, Mexico, Portugal as well as in U.S. cities such as Boston, Kansas City and San Francisco.

“TEDxEast is an opportunity to inspire and educate with a roster of today’s thought leaders and tomorrow’s innovators. Livestream’s robust platform acts as a multiplier, bringing together a global audience to share our local TEDx experience,” says Edward Rashba, TEDxEast co-organizer. Watch the live event unfold at www.livestream.com/tedxeast

ABOUT LIVESTREAM

Livestream provides everything needed to easily webcast live, build an engaged audience and monetize these efforts. Producers can use Livestream to create live, linear and on-demand Internet television to broadcast anywhere on the Web through a single embeddable player widget. The service comes in two flavors: Free (ad-supported) and Premium (ad-free, white-label, higher-quality). Unique features include the ability to mix multiple live cameras, overlay graphics, and desktop streaming with 3D effects.

ABOUT TEDXEAST

TEDxEast seeks to develop and leverage the TED experience at a regional level, bringing together innovators and inspirational speakers in the New York Metropolitan Area. TEDxEast began as a conversation between friends, Julianne Wurm, Edward Rashba and Jason Johnson.