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## **StreamGuys Brings Expanded Audio and Video Cloud Streaming Suite to Proclaim 16**

*Leading streaming media and podcasting experts will demonstrate how religious broadcasters and worship facilities can cost-efficiently expand audience reach and deepen community engagement*

**BAYSIDE, CALIFORNIA, February 12, 2016** – StreamGuys will come to Proclaim 16, the NRB International Christian Media Convention and Exposition, with an expanded team and suite of cloud services to help worship communities extend their reach through live and on-demand streaming media. StreamGuys will share its expertise in premium-quality, multi-format audio/video streaming and podcasting with attendees, highlighting how religious broadcasters and communities can cost-effectively deliver content to worshipers across a growing array of Internet-enabled media platforms and devices.

StreamGuys' presence at Proclaim 16 will be led by new sales executive Matt Kellogg. Matt joins StreamGuys from the recently shuttered Live365 streaming service, and will lead the company's engagements with houses of worship and religious organizations.

"Streaming media offers powerful opportunities to reinforce and expand the reach of the worship message across geography and time, often in ways that are impossible or unaffordable through traditional media," said Kellogg. "From bringing video sermons to congregants unable to attend services, to making podcasts accessible 24/7 whenever and wherever worshipers want it, StreamGuys has a long, proven history of delivering the benefits of live and on-demand streaming to faith-based organizations large and small in the US and internationally. StreamGuys understands both the evolving technology and changing needs of religious broadcasters, and I'm excited to share this knowledge with attendees at Proclaim 16."

StreamGuys will highlight a comprehensive suite of cloud-based audio and video streaming services and tools at Proclaim 16. The [SGrecast](#) podcast recording platform will interest religious radio broadcasters and worship facilities alike for its flexibility in quickly turning live-streamed sermons, special events and broadcasts into podcasts for on-demand consumption. Featuring a full suite of scheduling tools, automated delivery, and compatibility with iTunes and popular syndication services, SGrecast records live streams into podcasts of any length and makes them available for download, distribution or rebroadcast

within minutes. SGrecast is complemented by StreamGuys' podcast hosting service, which delivers podcasts to subscribers, amplifies publishing, and streamlines the posting of podcasts on websites as RSS feeds.

"By eliminating the need for dedicated equipment, software or expertise, SGrecast makes podcasting a practical, affordable reality for more worship communities, while its efficiency and rich capabilities enhance the process even for podcasting veterans," said Kellogg. "Thanks to SGrecast's fast turnaround, parishioners can catch up on a sermon they missed almost immediately after the live broadcast is over."

SGrecast is just one valuable tool in StreamGuys' complete SaaS toolset, which makes content management and delivery affordable and accessible to religious broadcasters and worship facilities. Other cloud-based audio and video services include:

- **Remote Encoder Lite**, supporting linear live content delivery via a playlist or single, looping file
- **Transcoding Services**, empowering religious TV and radio broadcasters to manage multiple formats, codecs, bitrates and transport containers from a single SaaS platform

StreamGuys' renowned content delivery network is used for both live and on-demand/podcast delivery of audio and video worldwide, eliminating costly bandwidth consumption and performance impacts on the worship community's website and network. StreamGuys' flexible platforms enable religious broadcasters and worship facilities to tailor the best solution for their budgets, while the company's robust content delivery network and cloud-based, redundant architecture ensure consistent delivery of high-quality streams for engaging audience experiences. StreamGuys' services are backed by expert customer support, providing confident reliability for worship facilities with limited in-house technical resources.

Proclaim 16 attendees can learn more about live and on-demand streaming and podcasting by visiting booth 716, where StreamGuys will exhibit with fellow members of the Broadcast Industry Group (BIG), a consortium of leading TV, radio and streaming suppliers and service providers. Proclaim 16 will take place from February 23-26 at the Gaylord Opryland Resort and Convention Center in Nashville. For more information about StreamGuys, please visit [www.streamguys.com](http://www.streamguys.com).

### **About StreamGuys, Inc.**

In business since 2000, StreamGuys is an industry-leading service provider of live and on-demand streaming, podcasting delivery, and software-as-a-service (SaaS) toolsets for enterprise-level broadcast media organizations. The company brings together the industry's best price-to-performance ratio, a robust and reliable network, and an infinitely scalable cloud-based platform for clients of any size to process, deliver, monetize and playout professional streaming content. StreamGuys supports many of the world's largest Podcasts, global TV and radio broadcasters, video and audio production companies,

houses of worship, retail and hospitality businesses, government organizations, medical and healthcare services, and live venues for sports and entertainment. The company excels in developing and deploying technologies for business growth and revenue generation, including dynamic ad insertion, mobile streaming and detailed business and data analytics.

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