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Press Contact:  
Brian Galante  
Dimension PR  
207-494-8428  
[brian@dimensionpronline.com](mailto:brian@dimensionpronline.com)



## **StreamGuys Turns Spotlight on Advanced Video Streaming Workflows at IBC2019**

*Support for SRT and ultra-low-latency technologies combine with company's white-glove, customer-first approach to enable efficient, optimized live stream delivery solutions for leading media enterprises*

**BAYSIDE, CALIFORNIA, September 5, 2019** – SaaS-based streaming and podcast solutions innovator [StreamGuys](#) will use the upcoming IBC2019 exhibition in Amsterdam to showcase its advanced video delivery capabilities including low-latency streaming, resilient backhaul and multi-destination origination for third-party networks and social media. The company will demonstrate its flexible and robust video streaming workflows in stand 8.A59 at the event, where it will co-exhibit with technology partner ENCO from September 13 to 17.

While StreamGuys may be best known for helping radio broadcasters and podcasters produce, manage, monetize and deliver their premium audio content, the company has been continually expanding its video streaming tools and services to bring the same benefits to TV broadcasters and video producers. The company now counts some of the world's top sports and entertainment brands amongst its video clients.

StreamGuys' enterprise-class live streaming workflows can ingest video in a variety of transport protocols and codecs; transform it into additional formats, bitrates or protocols; and deliver it directly to viewers across the company's robust content delivery network or redistribute it to third-party CDNs and social media platforms.

"We are essentially a one-stop shop for live video streaming at enterprise scale," said Eduardo Martinez, director of technology, StreamGuys. "Customers can send us a high-quality, single-bitrate feed, and we can repurpose it as necessary and act as an origin for efficient delivery to many destinations. By offering this as a managed service, we spare customers from having to manage and maintain a multitude of encoders and servers, as well as reducing their bandwidth requirements to just a single stream coming out of their facility."

StreamGuys' recently-added support for the SRT (Secure Reliable Transport) protocol for both ingest and output ensures secure, resilient, low-latency delivery over challenging networks. SRT mitigates the impact of network issues including jitter, packet loss and fluctuating bandwidth to enable high-quality video experiences even over the public internet. StreamGuys workflows most commonly leverage SRT for contribution and backhaul, relaying streams between networks and in studio-to-studio applications.

StreamGuys is also at the forefront of the industry's drive towards lower streaming latency, with current or upcoming support for ultra-low-latency technologies including WebRTC, low-latency CMAF and Softvelum's SLDP (Softvelum Low Delay Protocol). SLDP is actively used in multiple StreamGuys customer deployments, and is directly supported in StreamGuys' embeddable, consumer-facing [SGplayer](#) HTML5 multimedia player.

Although most social media platforms can ingest streams via the RTMP protocol, they often have slightly different requirements for resolutions, bitrates and other parameters. StreamGuys can transcode, transrate or transmux source streams as needed to optimize delivery for each social media outlet. Users can record and review their video streams in StreamGuys' [SGrecast](#) live stream repurposing system, then rebroadcast them as live-like streams to social networks. In addition to rebroadcasting video streams to social media, SGrecast can augment audio streams with visual elements such as a graphic or waveform for presentation in video-centric social environments.

"Unlike many other streaming solution providers, we don't take a 'cookie cutter' approach," added Martinez. "All of our services and technologies are highly interoperable and can be deployed in combination or à la carte, giving us the flexibility to match any broadcaster or media enterprise's desired workflow. Combining that with our renowned white-glove customer service enables us to provide customers with exactly the right video streaming solution for their requirements."

#### **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, Alexa skills, mobile streaming and detailed business and data analytics.

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StreamGuys, Inc - [info@streamguys.com](mailto:info@streamguys.com) - [www.streamguys.com](http://www.streamguys.com) - 707.667.9479  
P.O. Box 828 Arcata, California 95518 - fax 707.516.0009