



# Sorenson Broadcaster™

The Standard for Simplified  
Live Internet Broadcasting

Live Internet broadcasting is becoming more pervasive as more consumers adopt broadband Internet access and as monthly fees continue to drop. Many people ask, "How can I broadcast my live event over the Internet, simply, affordably, and with good quality?" Sorenson Media has the solution—Sorenson Broadcaster for Windows.

## encoding

Sorenson Broadcaster for Windows' simple user interface helps you start broadcasting within minutes of installing the software. With Sorenson Broadcaster™ for Windows®, you can stream live audio and video across modem lines, corporate intranets, or broadband Internet connections. All you need is an analog or digital camera or camcorder; microphone or audio device; capture device (PCI, IEEE1394/iLink, USB); Sorenson Broadcaster for Windows; Windows 98, ME or 2000; and an Internet connection.

## hosting

## streaming

With the simple, built-in presets in Sorenson Broadcaster for Windows, you can begin broadcasting in just a few minutes. If you are an advanced user, you can customize the settings to create your own broadcast using the settings that you define. All you need to view a broadcast in Windows or Mac® OS is Apple's QuickTime® player (version 4 or 5).

### Sorenson Broadcaster Key Features

- Easy to use for the beginner, with all the capabilities required by the experienced broadcaster
- Video encoding support for Sorenson Video 3, Sorenson MPEG-4, Sorenson Video 2, H263, H261, and Motion JPEG
- Ability to change live inputs on-the-fly depending on the capture device

- Audio encoding support for IMA, QDesign, and Qualcomm
- Support for Apple® QuickTime 5

### Broadcast Scenarios

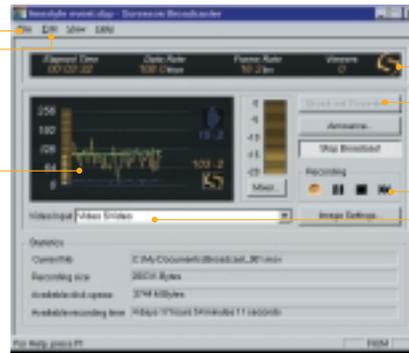
With Sorenson Broadcaster for Windows, you can broadcast in a variety of ways. The most common are:

- Multicasting – sends the stream from the Sorenson Broadcaster for Windows machine to unlimited recipients on your local network. No server is required.
- Unicasting – sends the stream from the Sorenson Broadcaster for Windows machine to a single recipient across the Internet or your local network. No server is required.
- Using a replication server – sends the stream from the Sorenson Broadcaster for Windows machine to a replication server, which then replicates the stream as multiple unicast streams (one stream per recipient) sent to numerous recipients across the Internet.
- Using a relay server – unicasts the broadcast across the Internet to a relay server on a local network, which then relays the stream as a multicast to other recipients on the same network.

Create custom setting files and save the configuration for later use

Choose from preset configurations or create your own custom settings for maximum flexibility

See the average data rate for the broadcast



Monitor your broadcasts, tracking bandwidth usage, compression performance (in frames per second), and audio levels

Select from several real-time video codec supported in QuickTime

Archive live streams for later use

Switch video input during broadcast

## Sorenson Broadcaster Features

### Easy, yet powerful

Designed for simplicity, the intuitive graphic interface and preset configurations make broadcasting a snap, yet the custom configuration options can easily handle the most demanding broadcast requirements.

### Video and audio presets

Preset audio and video compression configurations get you up and going quickly, even if you have no experience with compression.

### Custom settings

Sorenson Broadcaster lets you modify and fine-tune the configuration for specific broadcast applications. Custom settings can be saved for future use, enabling you to build your own broadcast configuration library.

### Streaming archive

Simultaneously stream and archive events to a local drive for later use.

### Unicast support

Uses standard unicast protocols to stream to individuals or to QuickTime-compatible streaming servers.

### Multicast support

Takes advantage of multicast transmissions for the most efficient use of network capacity on multicast-enabled networks.

### Custom announcements

Create your own broadcast announcements, including date, time, subject, URL, and even a QuickTime movie file for a direct link to upcoming broadcasts.

### Source control

Complete control of all your audio and video inputs.

### Additional features

Efficient cropping and scaling of video broadcast streams. In addition, the application provides poster frames for easy insertion of your logo or brand.

## System Requirements

- Pentium II class 450 MHz processor or greater
- MS Windows 98, ME or 2000
- 128 MB RAM
- 10 MB hard drive available
- QuickTime 4 or later
- Audio and/or video capture device

### Customer Support

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### To Order

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