

Hauppauge!



Hauppauge Introduces StreamEez-Pro, the simple to use Internet streaming device designed for live events

StreamEez-Pro enables organizations to stream town hall meetings, church gatherings and local sports events over the Internet to hundreds or thousands of viewers

NEW YORK, October 2, 2013 -- Hauppauge Digital, Inc. (NASDAQ: HAUP), the leading developer and manufacturer of HD video recorders, has launched a new Internet video streaming system called 'StreamEez-Pro'. StreamEez-Pro allows organizations to stream live events over the Internet to hundreds or thousands of viewers using popular professional streaming services such as Amazon Web Services and Wowza. The StreamEez-Pro system includes a high definition video encoder plus the StreamEez-Pro application to make the setup and transmission of live Internet events simple enough for non-technical people to use.

The StreamEez-Pro system includes two parts: the StreamEez high definition video encoder and a StreamEez-Pro application for Windows which allows the control and management of a live streamed event.

The StreamEez video encoder is a rugged, high quality real-time HD encoder which converts HDMI video into H.264 with AAC audio, the most widely used format for streaming video over the Internet. The StreamEez video encoder accepts HDMI video at up to 1080p60 and has a down scaler which can convert video to a lower resolution format such as 720p "on the fly". The StreamEez encoder also includes a logo inserter which can take a transparent PNG file and overlay it on top of the live video. There is an HDMI output port which can be used to connect to a video monitor.

The StreamEez-Pro application runs on Windows 7 or Windows 8 and has a simple to setup access for Internet video streaming to Amazon Web Services through Wowza, plus supports the Meridix sports streaming service and Ustream, Twitch and YouTube. The StreamEez-Pro application allows a user to easily choose streaming profiles for low, medium and high bandwidth services. For advanced users, StreamEez-pro allows the creation of custom profiles with settings for bit rate and scaling factors.

In addition to the built-in streaming services, StreamEez-Pro can support other streaming services using RTP or RTMP protocols.

"Organizations, both big and small, have events that they'd like to stream live over the Internet. They might be school board meetings, sports events or church services. Many of these organizations lack the technical staff to figure out how to create a live Internet video event. With the introduction of StreamEez-Pro, we have simplified video streaming so that anyone can stream a live event over the Internet, locally or around the world," said Hauppauge's CEO Ken Plotkin.

To stream a live event using StreamEez-Pro, an organization would need to have the StreamEez-Pro video encoder, a high definition HDMI camera, a laptop computer and an Internet connection. In addition, an Amazon Web Services account or an account with Meridix, Ustream or Twitch can be used. Examples of live events which StreamEez-Pro can be used for are church events, school board meetings or other town hall events, and sporting events through the Meridix Sports Network.

With the StreamEez-Pro application, connecting to a streaming video service has four steps: create an account with your streaming service provider, enter your password, choose a streaming profile based on the speed of your Internet connection, and then start streaming. It's that easy!

The StreamEez-Pro application runs on any Windows PC and has a manufacturers retail price of \$269.- The system is available directly from Hauppauge and from VideoGuys.com.

"Our customers have been searching for a low cost, high quality, reliable and easy to use video streaming solution" said Gary Bettan, President of Videoguys.com a NY based online retailer of video editing and production gear. "StreamEez-Pro makes it easy to stream video directly from your HDMI equipped HD camcorder or video mixing board. This is perfect for the education, worship and corporate markets, where people want to stream HD video but do not want to invest thousands of dollars for complex solutions."

More information on the streaming services and StreamEez-Pro can be found at www.hauppauge.com/streameez

High-Res Images:

http://www.hauppauge.com/site/press/presspictures/hauppauge_streameez_backpanel.png

http://www.hauppauge.com/site/press/presspictures/hauppauge_streamEez.png

About Hauppauge

Hauppauge Digital, Inc. (NASDAQ: HAUP) is a leading developer and manufacturer of high definition video recorders plus digital TV and data broadcast receiver products for personal computers. Through its Hauppauge Computer Works, Inc., PCTV Systems Sarl.and Hauppauge Digital Europe subsidiaries, the Company designs and develops high definition video recorders, digital video receivers for TV-in-a-window

on a PC screen, digital video editing and video conferencing. The Company is headquartered in Hauppauge, New York, with administrative offices in New York, Germany, Singapore, Taiwan, Ireland and Luxembourg and sales offices in Germany, London, Paris, The Netherlands, Sweden, Italy, Spain, Singapore and California. The Company's Internet web site can be found at <http://www.hauppauge.com>. Hauppauge and WinTV are registered trademarks of Hauppauge Computer Works, Inc. Other product or service names herein are the trademarks of their respective owners.

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