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### **Allied Pixel Launches HD Webcast Division**

**MEDIA, PA – (June 2009)** Allied Pixel has just launched an HD Webcasting division. Five months of extensive research of various hardware, software and CDN combinations, along with the company's trip to the **NAB**, resulted in the purchase of the very first **XStreamCast Traveler** 8 core encoder system from **Kulabyte**. The best part is that the whole system is the size of a briefcase. Wasting no time, AP launched the Philadelphia area's first HD webcast at their June 4<sup>th</sup> Open House.

"Three days after the Open House, we were streaming a live, two-camera switched HD stream from a manufacturer's clean room in Philadelphia, to a trade show in Boston where booth attendees could ask questions and get a live demo response from Philly. We spent three, eight-hour days streaming this production without any significant hiccups," said AP Streaming Producer, Dan Francis.

Allied Pixel sees HD streaming as the next logical step in its service offerings. "We now have all the capabilities in-house for webcasting HD video and expect this to be a significant part of our growth as a company," says Brian Connor, head of Video Production at Allied Pixel. Bill Haley, head of Interactive at the company, adds, "Today, we can offer webcasting that is reliable, cost-effective and hassle free."

### **About Allied Pixel:**

Allied Pixel is a next-generation integrated media production company that specializes in the convergence of video production, Web development and interactive multimedia production. Allied Pixel represents the merger of Haley Productions and RSVP, two media production companies with distinguished reputations for innovation and customer service. As a single entity, Allied Pixel provides unprecedented technical and creative capabilities. Its clients include some of America's best known companies and institutions. Allied Pixel creates interactive Web sites, mobile applications, web and desktop-based applications, DVDs, CD-ROMs and kiosks - all with a singular passion for its work and dedication to excellence. For more information, visit [www.alliedpixel.com](http://www.alliedpixel.com).

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