



TABLE OF CONTENTS

| | |
|--------------------------------------|----|
| Why Live Streaming | 03 |
| Range of Products | 04 |
| XSplit Gamecaster Features | 05 |
| XSplit Gamecaster vs Competition | 16 |
| XSplit Gamecaster Sales Pitch | 20 |
| How to demonstrate XSplit Gamecaster | 23 |
| XSplit Broadcaster Features | 28 |
| XSplit Broadcaster vs Competition | 42 |
| Licensing Structure | 46 |

AN INTRODUCTION TO LIVE STREAMING & GAMING

Whether it's to improve your high-score, crush insanely difficult bosses, compete in an online battle arena with other players, or simply enjoy a compelling adventure, it's likely that at some point in time you've played a game, you've done it in the presence of others watching your gameplay.

Now thanks to ever improving internet bandwidth speeds and popular platforms such as Twitch, YouTube Gaming, and Mixer, players are able to share their gameplay live as it happens for the world to see.

Live streaming and recording gameplay has allowed for gamers to create communities that span continents, connect with far-flung friends, and above all else, share their favorite pastime with the world.



UNDERSTANDING OUR PRODUCT AUDIENCES

XSplitt Broadcaster

For experienced content creators, professional live broadcasts, users who enjoy endless personalization, and deep feature sets.

XSplitt Gamecaster

For gamers interested in trying to stream. They are looking for easy set up and selection of tools for creating gaming content.



XSplit | Gamecaster

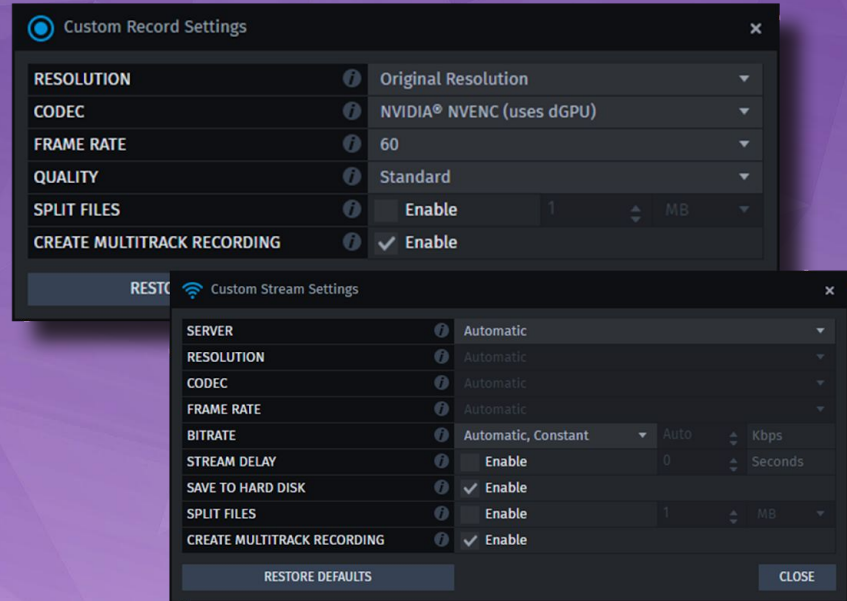
The world's easiest way to start streaming or recording your PC or console games

XSplit Gamecaster lets you easily record your gaming moments and broadcast your live gameplay sessions to popular services like Twitch, YouTube Live, Facebook Live, and Mixer, at the click of a button.

WATCH VIDEO

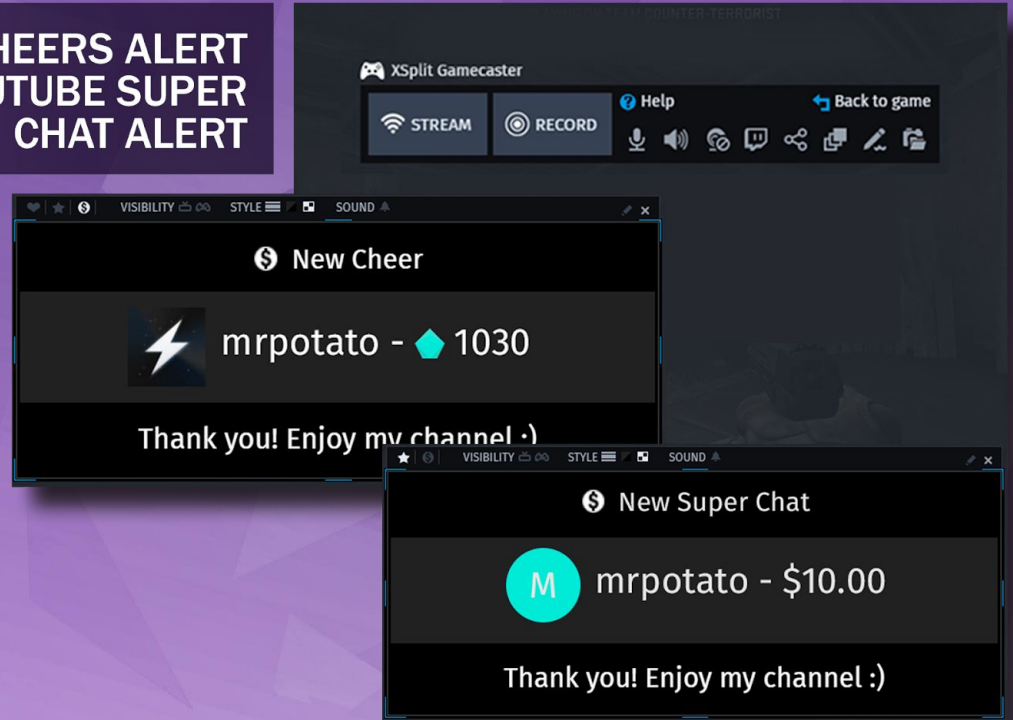
SUPPORT FOR SEPARATING MIC AND SYSTEM SOUND IN SEPARATE AUDIO TRACK

A highly requested feature from the XSplit Community. XSplit Gamecaster can now create multi track recordings that separates microphone and system sound audio in separate tracks. This gives you more flexibility over your content in case you want to record different voice over on your gameplay



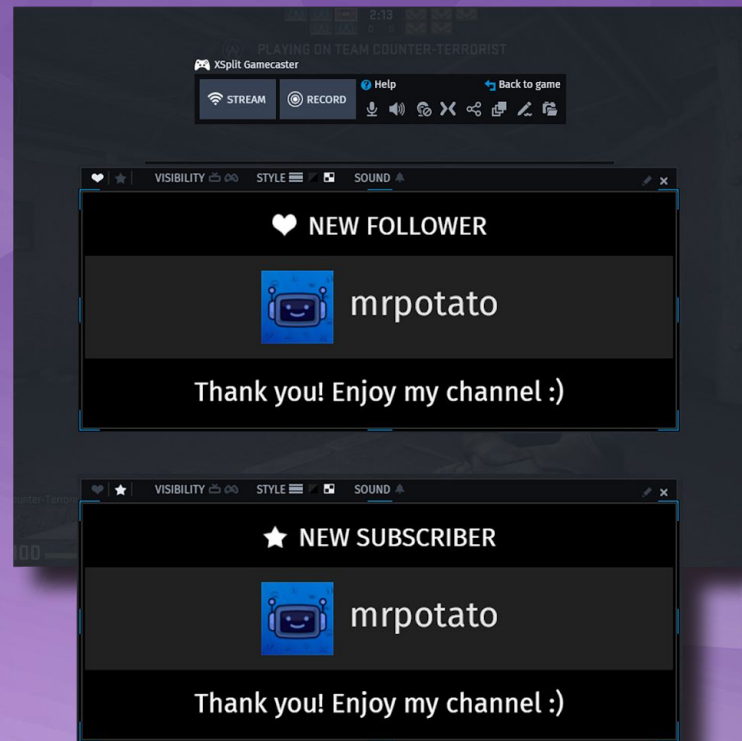
TWITCH CHEERS ALERT AND YOUTUBE SUPER CHAT ALERT

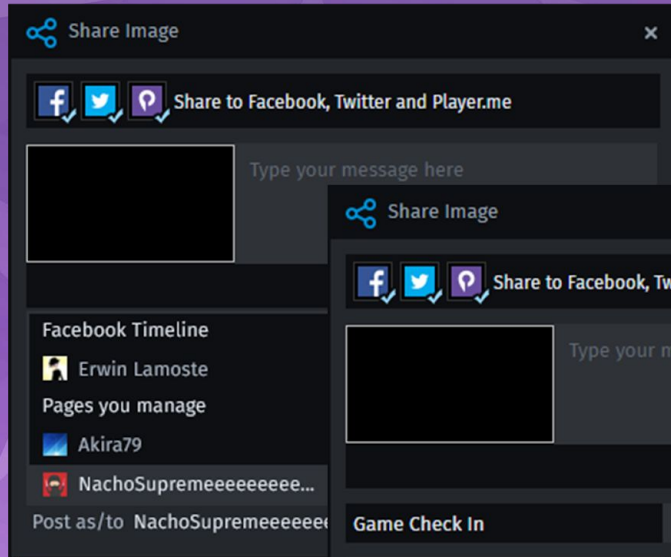
Thank your supporters with the ability to display alerts for Twitch Cheers and YouTube Super Chats. These alerts can be customized with different styles and sounds



MIXER FOLLOWER AND SUBSCRIBER ALERT

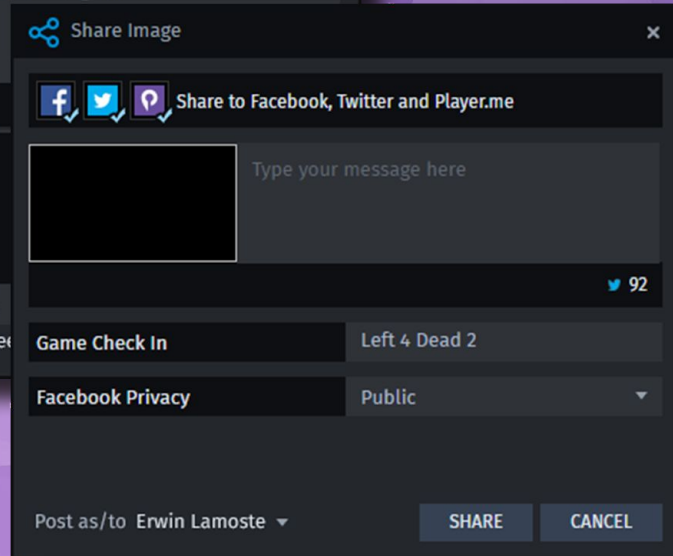
We now support customizable follower and subscriber alerts for the rapidly growing live streaming service, Mixer. Alerts can be displayed both in game and on Mixer

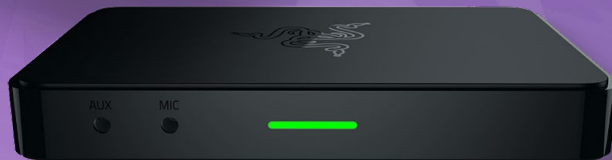




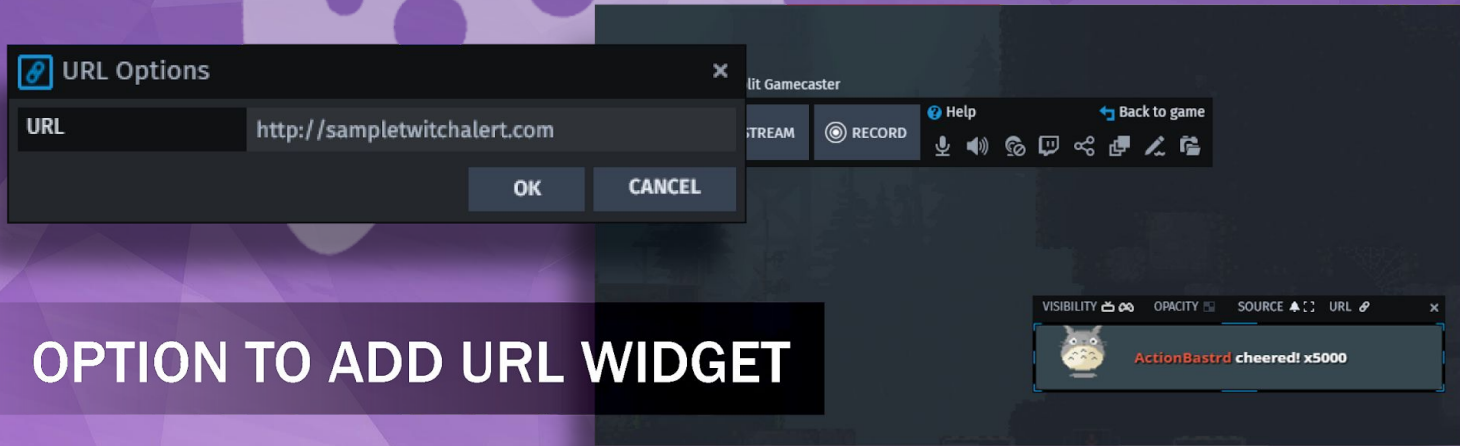
POST AS FACEBOOK PAGE ACCOUNT

XSplit Gamecaster makes it easier than ever for users to reach their fanbase by allowing posting directly on Facebook pages within the in-game overlay.






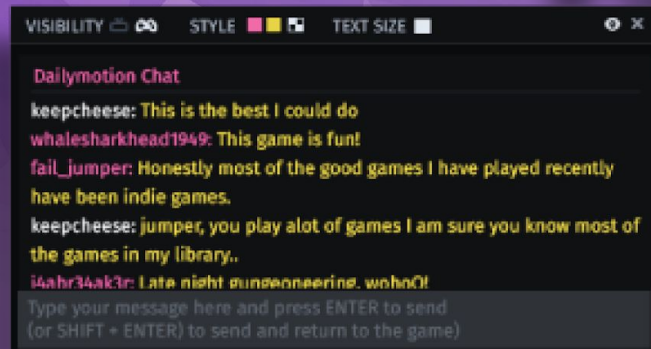
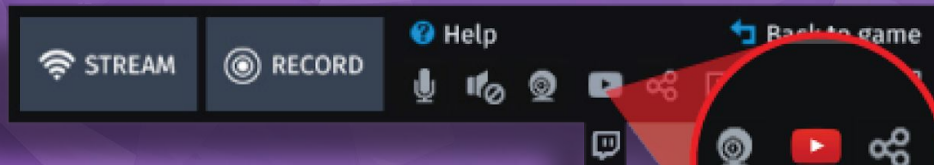
**SUPPORTS ALL MAJOR
CAPTURE CARD BRANDS**



OPTION TO ADD URL WIDGET

You can now add your favorite website alerts to XSplit Gamecaster via the URL Widget in the overlay. Show off all your latest tips, subscribers, followers, cheers, super chats, and more!

 XSplit Gamecaster



YOUTUBE AND TWITCH CHAT

XSplit Gamecaster lets you stream easily on YouTube and Twitch and show your chat.

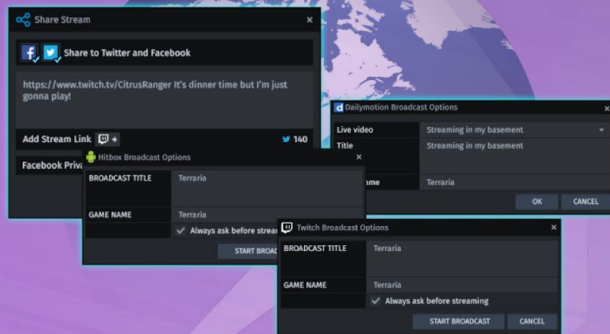
XSPLIT GAMECASTER WITH ALL PC AND CONSOLE GAMES

Simply launch XSplit Gamecaster and a pc game of your choice, hit CTRL + TAB to bring up the in-game overlay and start live streaming or recording your gameplay with the click of a button.



ADD A WEBCAM AND SHOW YOUR GAME FACE

With XSplit Gamecaster it's easier than ever to add your webcam whether live streaming or recording your game. Simply bring up the in-game overlay, activate the camera and position it anywhere. You can also activate Chroma Key and make your broadcast look even more immersive using a green screen transparency effect.



SHARE YOUR BROADCAST AND CONQUER THE WORLD

XSplit Gamecaster allows for easy interaction with friends and fans whether using the integrated Twitch chat or by sharing your broadcast directly to Facebook, Twitter, and Google+ without leaving your game.



MANAGE AND UPLOAD YOUR GAMEPLAY RECORDINGS

XSplitt Gamecaster now makes it even easier to edit and upload your gameplay recording with the Express Video Editor. Connect your YouTube account and upload your new videos straight from XSplitt!

ADAPTIVE BITRATE TECHNOLOGY

No longer will you need to restart your broadcast if you experience bandwidth starvation as XSplitt's adaptive bitrate technology automatically adjusts your bitrate according to your network conditions. This minimizes the chances of ever dropping your stream connection by reducing or restoring your upload settings as necessary.





XSplit | Gamecaster

WHY XSPLIT GAMECASTER
BEATS THE COMPETITION

Versatility Test

| | Local Recording | Twitch | Youtube Live | UStream |
|----------------------------|-----------------|--------|--------------|---------|
| FRAPS | ★ | ★ | ★ | ★ |
| Shadowplay | ★ | ★ | ★ | ★ |
| Raptr | ★ | ★ | ★ | ★ |
| XSplit Gamecaster | ★ | ★ | ★ | ★ |

Recording file size test. How easy to move or upload to Youtube.

| | File Size | Ability to easily upload to Youtube | Quality |
|----------------------------|--------------|-------------------------------------|---------|
| FRAPS | Huge (RAW) | Near Impossible | High |
| Shadowplay | Big (H.264) | Difficult | Medium |
| Raptr | Big (H.264) | Difficult | Medium |
| XSplit Gamecaster | Small (x264) | Easy | High |

| | Fraps | Shadowplay | Raptr | XSplit Gamecaster |
|--|-------|------------|-------|-------------------|
| Record gameplay | ✓ | ✓ | ✓ | ✓ |
| Live stream gameplay | ⊘ | ✓ | ✓ | ✓ |
| Add & reposition webcam on live streams and recordings | ⊘ | ⊘ | ✓ | ✓ |
| Native social media integration (facebook, twitter, etc.) | ⊘ | ⊘ | ✓ | ✓ |
| Automatic bitrate mode | ⊘ | ⊘ | ⊘ | ✓ |
| Chroma key / Green screen effects | ⊘ | ⊘ | ⊘ | ✓ |
| Add annotations and drawings to your broadcast | ⊘ | ⊘ | ⊘ | ✓ |
| In-game Twitch chat / Follower notifications | ⊘ | ⊘ | ⊘ | ✓ |
| Personalized your broadcast & BRB screens with graphics | ⊘ | ⊘ | ⊘ | ✓ |
| Stream & record to multiple broadcast services (Twitch, Youtube, Hitbox, etc.) | ⊘ | ⊘ | ⊘ | ✓ |
| VOD Manager / Editor & Native Youtube integration | ⊘ | ⊘ | ⊘ | ✓ |

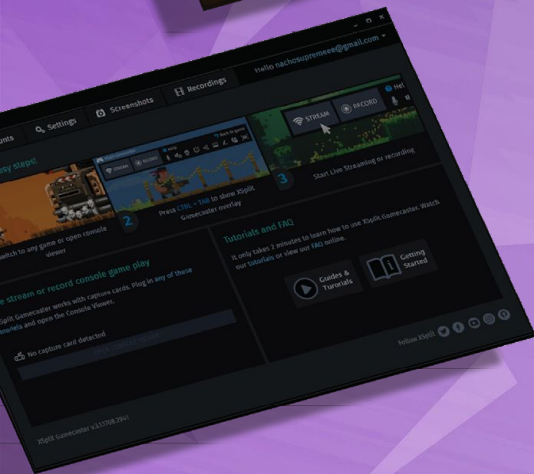
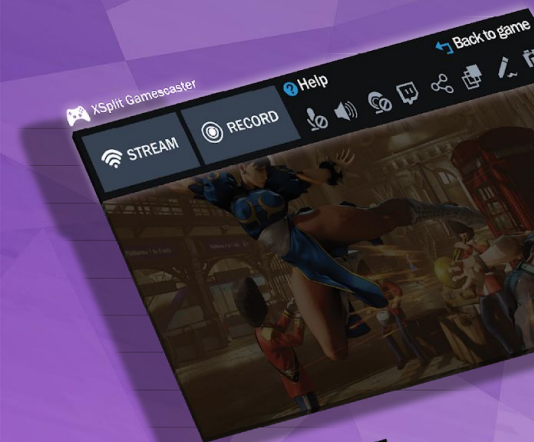
XSPLIT GAMECASTER TECHNICAL USPS

XSplit software supports all the popular types of hardware encoding, including NVidia NVENC, Intel Quick Sync and AMD VCE. XSplit Gamecaster will use the best encoder available on your computer.

XSplit Gamecaster allows for more customization than any other in-game solution (for example Firefall, Call of Duty, Minecraft, Xbox One, PS4, etc.)

Uploading your YouTube videos has never been easier than with our YouTube integration. You can also quickly share the videos with your friends using your social sharing features.

Even if you don't have the beast of a computer, by utilizing performance saving encoders like NVidia NVENC, Intel Quick Sync or AMD VCE you can count on XSplit Gamecaster to still perform superior to other software, and without affecting your game. While the x264 software encoder is generally recommended for maximum quality, the hardware encoders are a great alternative for the performance conscious gamer. XSplit Gamecaster offers the best of both worlds no matter your setup.



SALES PITCH

It works seamlessly with your PC and Console Gaming library

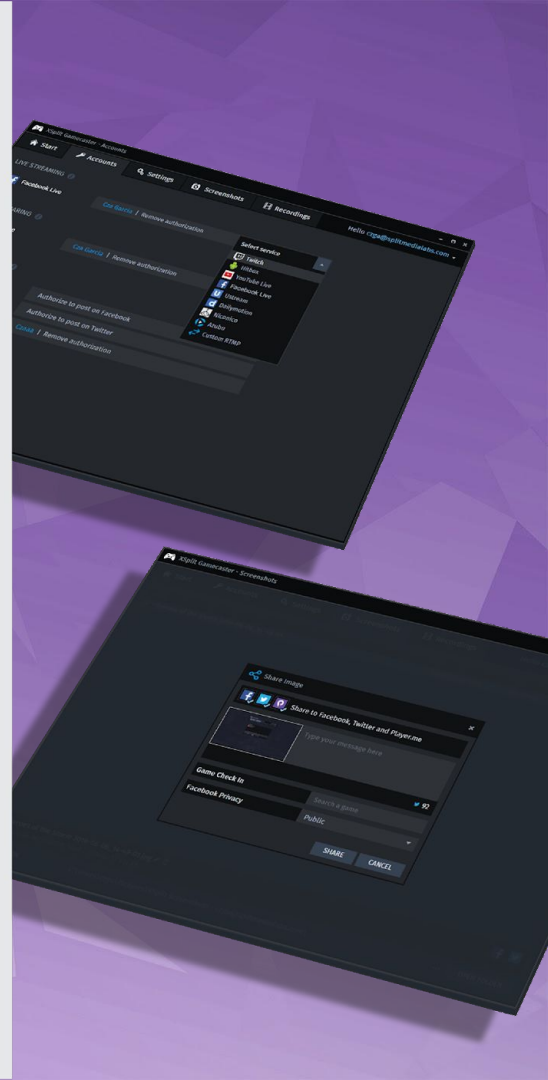
Unlike many other live streaming and recording applications, XSplit Gamecaster lets you broadcast your gameplay in both fullscreen and windowed modes, and is compatible with DirectX 8/9/10/11/12 and OpenGL.

Features a rich in-game overlay

XSplit Gamecaster's in-game overlay means you are given a feature that goes beyond what is possible with existing alternatives. Whether monitoring your FPS, activating and positioning a webcam or sharing your stream to your favorite social network, XSplit Gamecaster makes it happen without disrupting your gameplay experience.

Full Hotkey Support

Hotkeys makes repeating actions much faster and convenient. XSplit Gamecaster can be controlled in every way imaginable via hotkeys.



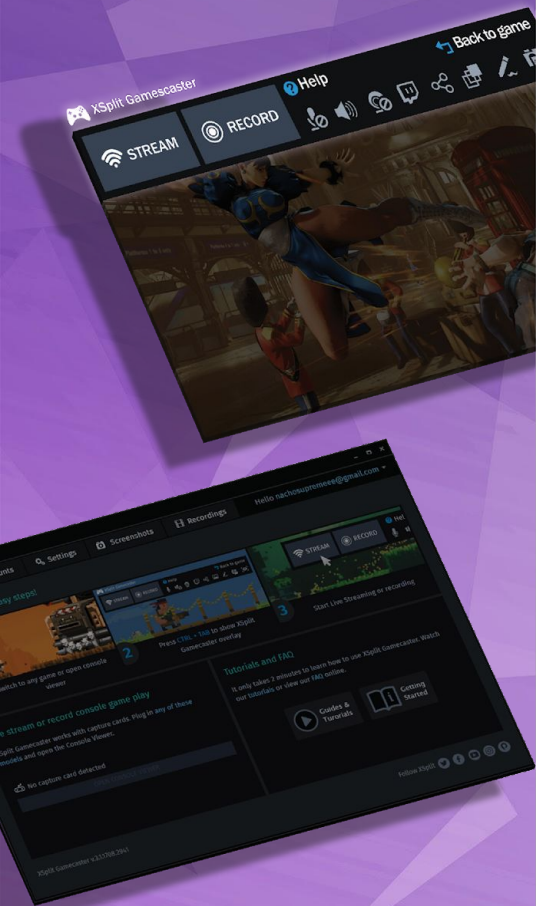
SALES PITCH

Lets you livestream and record your games in crystal clear quality

By utilizing x264 software encoding. XSplit Gamecaster sets the standard for high quality video compression. Superior visual compression techniques of x264 guarantees always sharp images and small file sizes without loss of quality. In short, x264 ensures you always get the best possible looking streams in up to 1080p.

Streamline your workflow when recording gameplay

Historically, if you wanted to record both gameplay footage, a microphone and a webcam feed, you had to record audio and video tracks separately over several takes, and use time consuming post production software to combine it all into a single broadcast. With XSplit Gamecaster, you can cut down or cut out the post-process entirely, by combining all assets in one take.



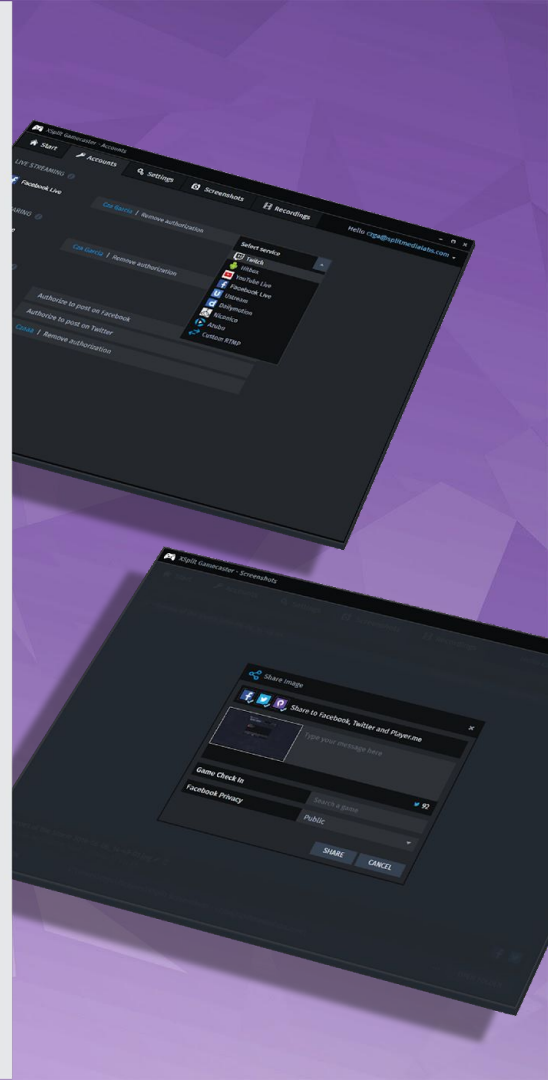
SALES PITCH

Use the status bar to keep tabs on your game performance

XSplitt Gamecaster's small footprint and easy-to-use interface makes it the perfect choice for monitoring FPS during gameplay, recording system intensive benchmarks, or planning your next move during gameplay with in-built annotations.

It is perfect for streaming to Twitch, YouTube Live, Facebook Live, and Mixer

XSplitt Gamecaster has been built from the ground up to natively support streaming to Twitch, Mixer and YouTube Live making it easier than ever to join your favorite community and share your gameplay with the world. Thanks to full integration throughout the application, XSplitt Gamecaster offers a faster, leaner and more streamlined way of interacting with your audience to ensure that each and every one of your broadcasts stand out from the crowd.





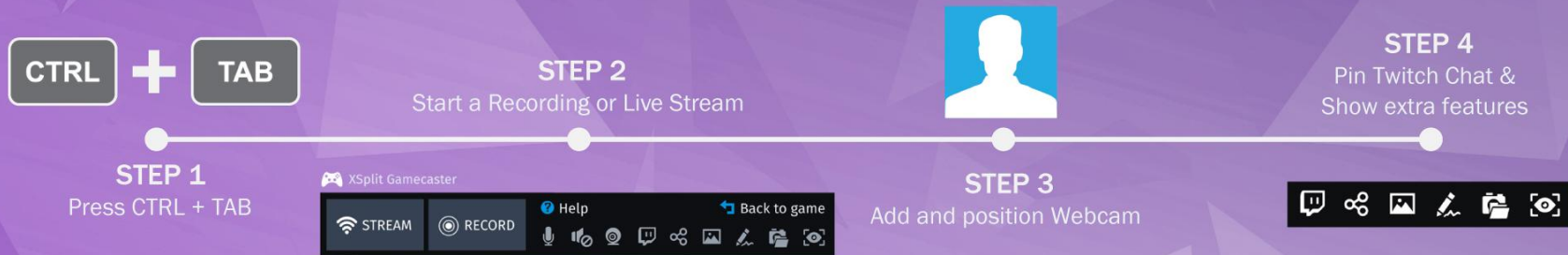
XSplit | Gamecaster

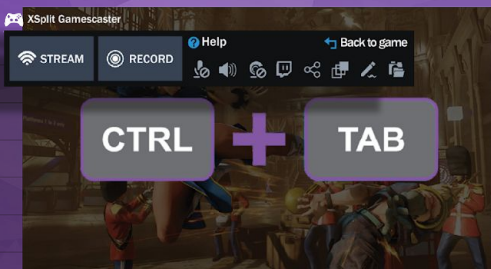
HOW
TO
DEMONSTRATE

AN OUTLINE OF A BASIC XSPLIT GAMECASTER DEMONSTRATION

A full demonstration of XSplit Gamecaster should take no longer than 5 minutes. For best results, demos should take place in an environment with high speed internet access (at least 2 mbps upload) in order to show the full capabilities of XSplit Gamecaster's live streaming features.

LEARN HOW TO DEMO XSPLIT GAMECASTER IN FOUR SIMPLE STEPS:

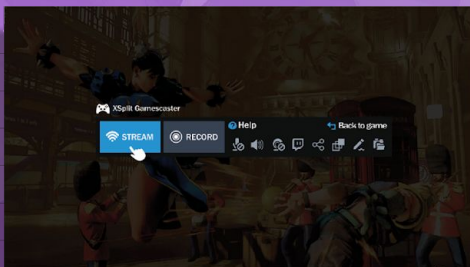




STEP 1 | INTRODUCING XSPLIT GAMECASTER

Before beginning a demonstration ask the viewer if they are familiar with both live streaming applications and services such as Twitch in order to gauge their understanding of internet broadcasting

Introduce XSplit Gamecaster as a software application by SplitmediaLabs that allows players to share their gameplay at the click of the button. During gameplay show them that in order to start a live stream or recording they simply have to hit CTRL + TAB to open the in-game overlay



STEP 2 | BEGINNING A LIVE STREAM OR RECORDING

Upon pressing CTRL+TAB, the XSplit Gamecaster in-game overlay will appear, allowing the demonstrator to start a live streaming or recording. For the purpose of this demonstration click on the Stream button to initialize a new broadcast. XSplit Gamecaster will now automatically measure both the internet bandwidth and the CPU in order to give the user the best settings with no hassle.

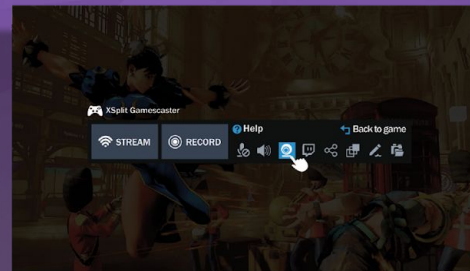
Once the Live Stream has initialized, the demonstrator can highlight the current stream quality (displayed in the top left corner). Dependent on setup, you can now show the user live stream.

ADDING A WEBCAM TO YOUR LIVE STREAM

3 STEP

Now that XSplit Gamecaster has begun a live stream, the demonstrator can now highlight other features that come with the software. The first, and most visually exciting of these features is activating webcam.

Upon opening the in-game overlay with CTRL+TAB, the demonstrator should select the camera icon in order to initialize the Notebook's webcam (or connected external webcam). After initializing the webcam, the demonstrator should show how the webcam can be positioned and shown on live gameplay as well as resized to the user's preference.

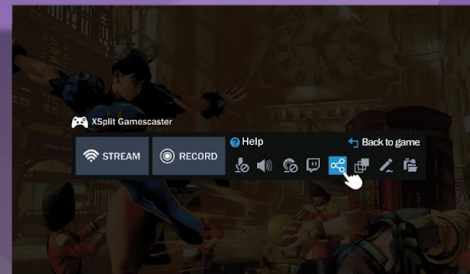


OTHER COOL FEATURES OF XSPLIT GAMECASTER

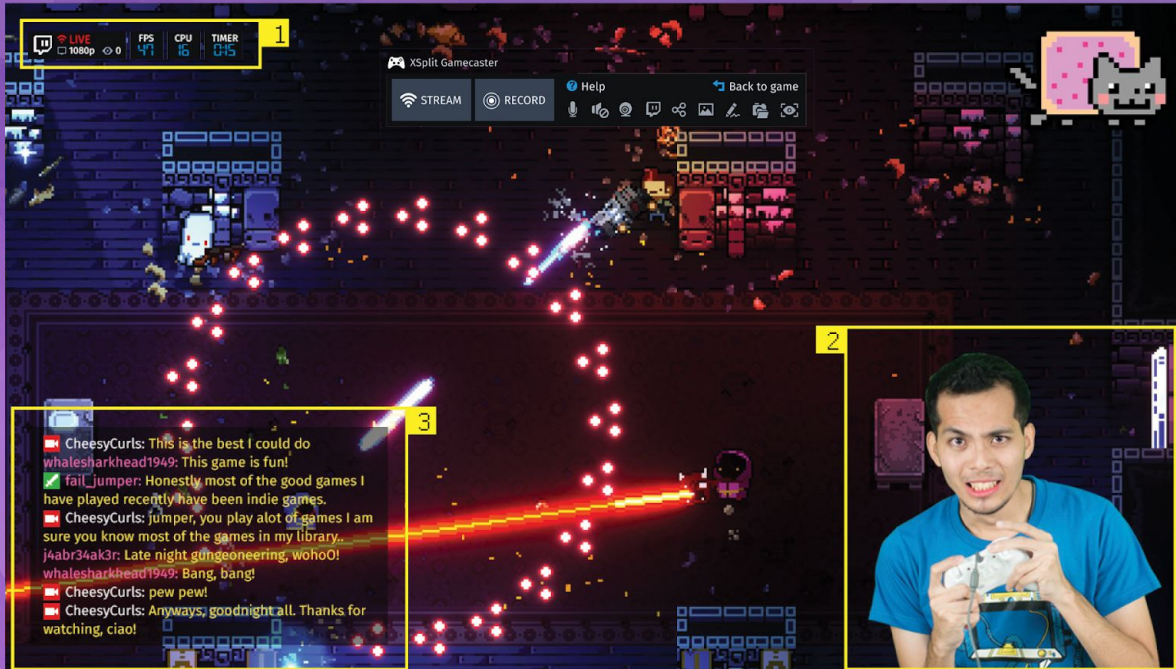
4 STEP

Finally, highlight some of XSplit Gamecaster's other cool features including:

- Social sharing to Google+, Twitter and Facebook.
- XSplit Gamecaster local recording and uploading to Youtube.
- In-game annotations a cool feature unique to XSplit Gamecaster.



HOW TO LEAVE XSPLIT GAMECASTER UNATTENDED



- 1 Show the status bar, FPS & CPU Usage
- 2 Pin the Webcam feed to the live gameplay to attract attendees
- 3 Activate & Pin the Twitch Chat via the in-game overlay

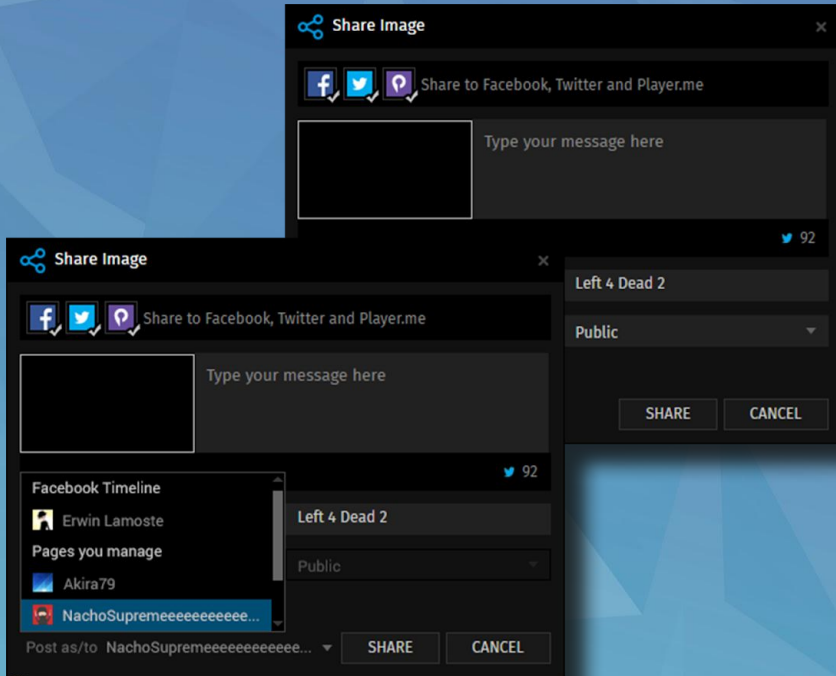


XSplit | Broadcaster

Simple yet Powerful Live Streaming and Recording Software

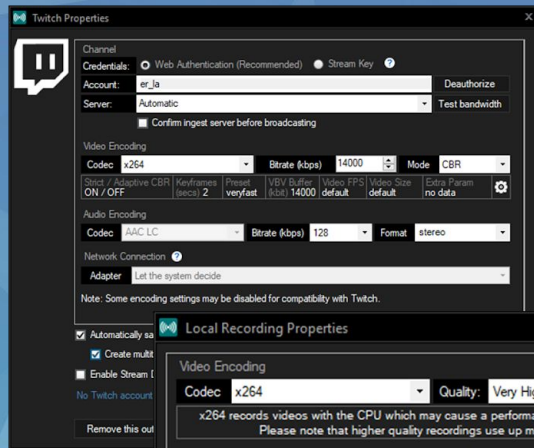
XSplit Broadcaster is a revolutionary audio/video mixing application that allows for highly customizable professional quality live broadcasts by using simple and intuitive interface anyone can master.

WATCH VIDEO

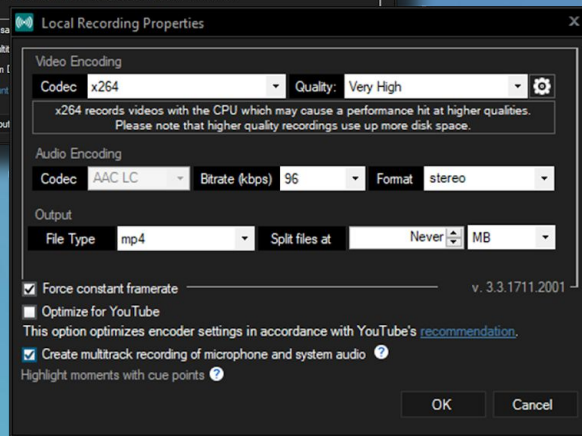


POST AS FACEBOOK PAGE ACCOUNT

XSplit Broadcaster makes it easier than ever for users to share their gaming highlights with their fans by allowing to posting on Facebook page accounts.

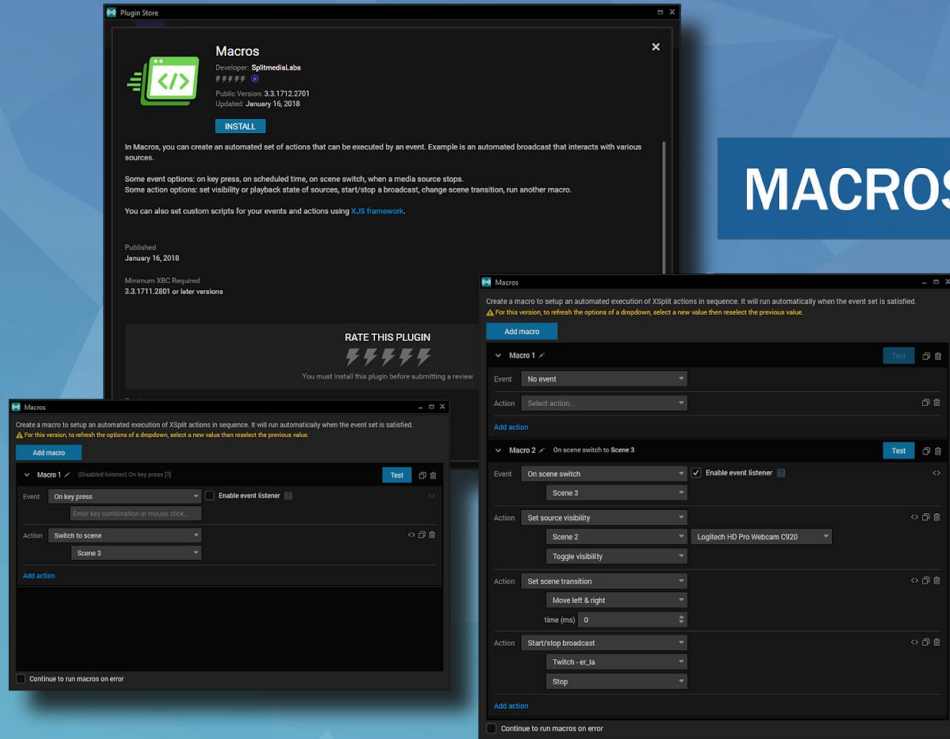


SUPPORT FOR SEPARATING MIC AND SYSTEM SOUND IN SEPARATE AUDIO TRACK



A highly requested feature from the XSplit Community. XSplit Broadcaster can now create multi track recordings that separates microphone and system sound audio into separate tracks. This gives you more flexibility over your content in case you want to record different voice over on your gameplay.

MACROS



Macros let you automate XSplit Broadcaster like never before. Setup custom macros that can manipulate virtually any features of the XSplit Broadcaster and can be triggered a variety of ways.

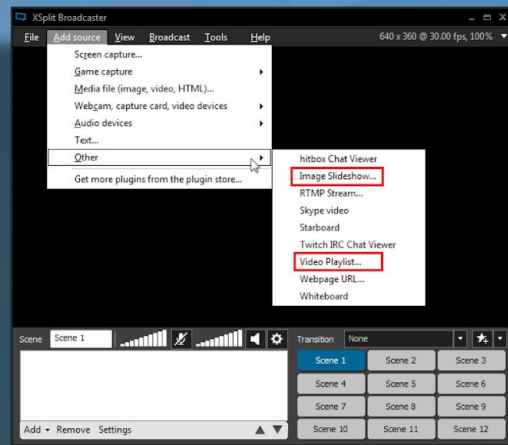


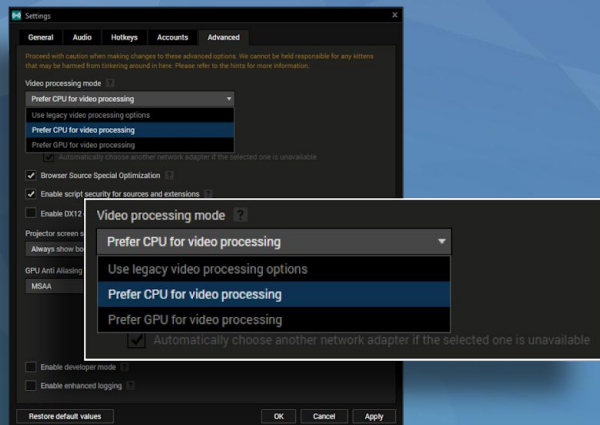
SPLIT MODE / PREVIEW MODE

XSplit Broadcaster gives you more power over your production than ever before with Split mode. Now you can create and modify scenes without affecting your live scene in XSplit Broadcaster.

MEDIA SLIDE SHOW

Mix and match image and video files into playlists to open a whole new set of production possibilities.



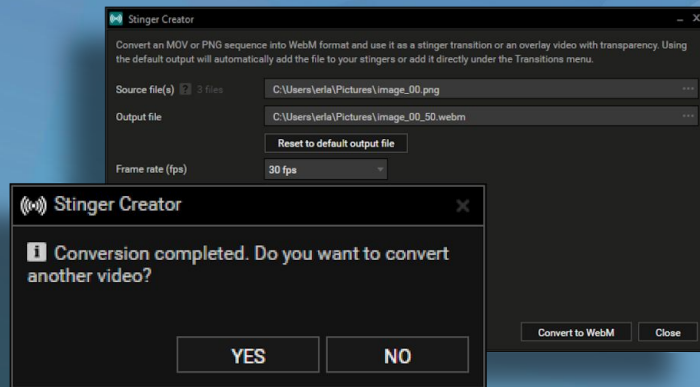


DEDICATED CPU/GPU MODE

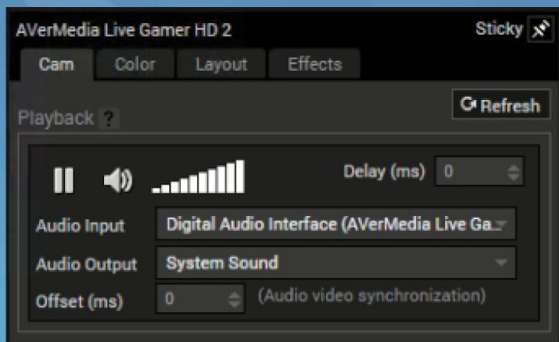
CPU Mode is optimized for users who don't want their gameplay affected while using XSplit Broadcaster. GPU mode is for users who will be using a lot of videos and media assets in their XSplit production.

ADDED SUPPORT FOR STINGER TRANSITIONS

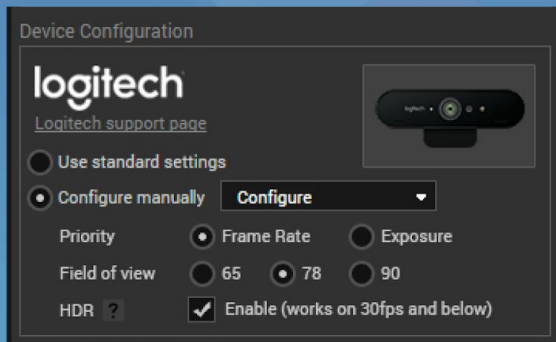
Add a new level of polish to your production with custom stinger transitions. XSplit Broadcaster provides you with all the tools to not only create but manage a variety of custom stinger transitions along with our awesome preloaded transitions.



We now support the latest streaming hardware technology such as the Logitech Brio 4K Stream Edition camera, Avermedia's new capture cards, and Elgato's Stream Deck controller.



**AVERMEDIA
INTEGRATION**



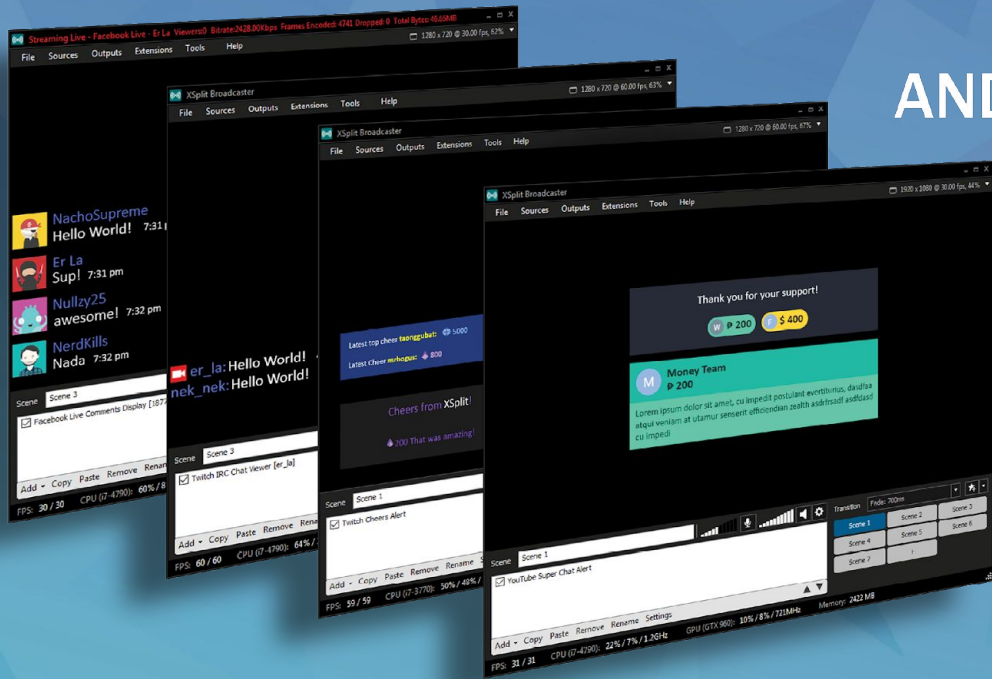
**LOGITECH
INTEGRATION**

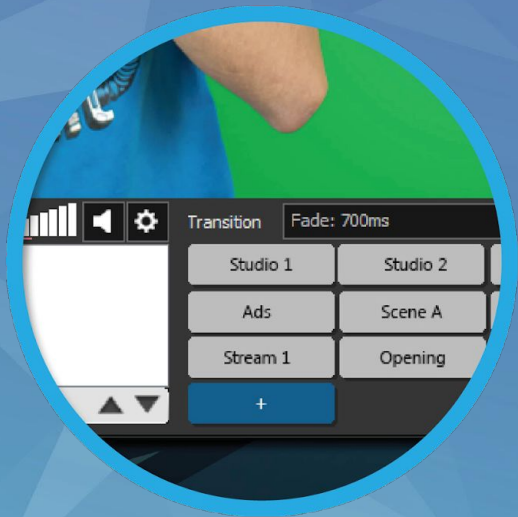


**ELGATO
STREAM DECK**

TWITCH CHAT, FACEBOOK CHAT, TWITCH CHEERS AND YOUTUBE SUPERCHAT

Display the chat (including emoticons) from all your favorite live streaming services, such as YouTube Live, Facebook Live, Smashcast, Mixer and Twitch. Customize the look of the chat to fit perfectly within your scene.



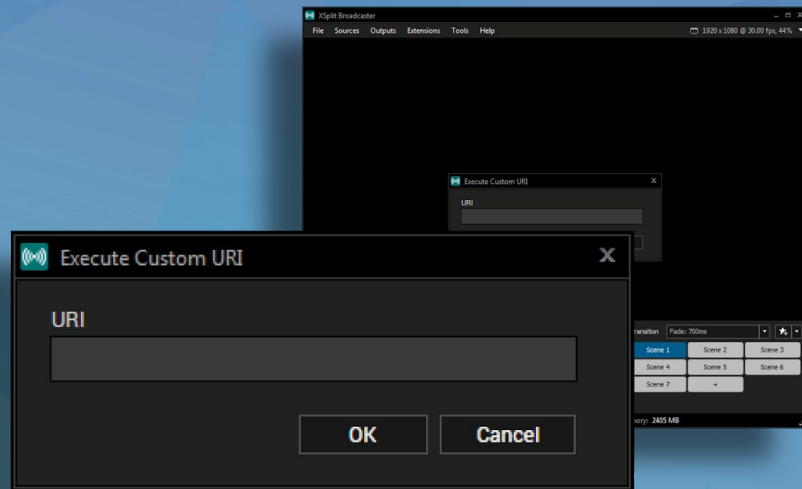


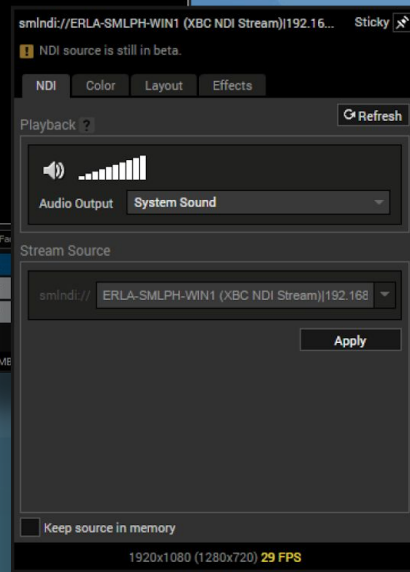
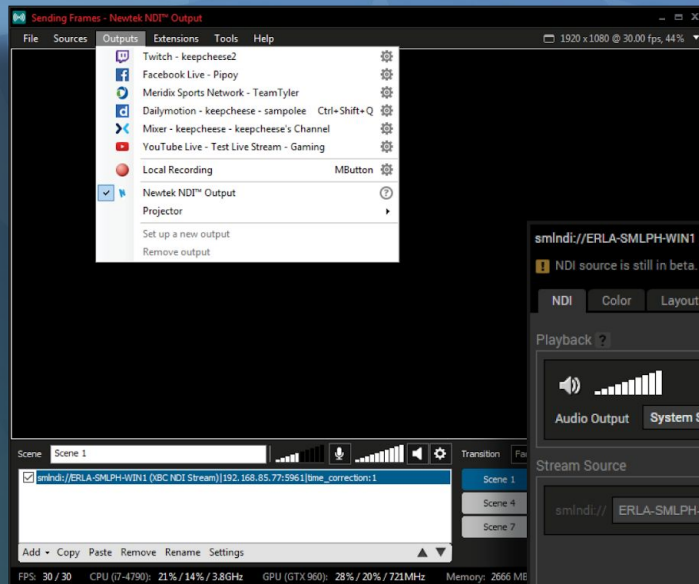
UNLIMITED SCENES

XSplit Broadcaster now supports unlimited scenes, which means you can create as many scenes as you can imagine!

CUSTOM URI

Mix and match image and video files into playlists to open a whole new set of production possibilities.





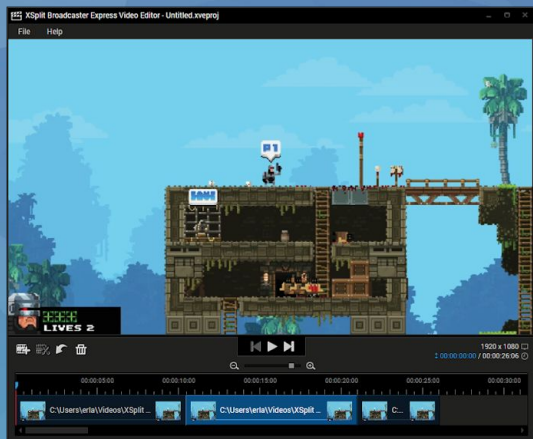
NEWTEK NDI SUPPORT

We've implemented and optimized Newtek's new NDI protocol with XSplit Broadcaster. XSplit can both send and receive NDI over a LAN network. We even support Newtek's newly released Connect Spark devices!

PLUGIN STORE

Our plugin store has been revamped and is now easier to use and quicker than ever! Now outputs, sources and extensions can be separated into their own categories and users can leave feedback about their favorite plugins.





VIDEO PRODUCTION SIMPLIFIED

XSplit Broadcaster allows for easy interaction with friends and fans whether using the integrated Twitch chat or by sharing your broadcast directly to Facebook, Twitter, and Google+ without leaving your game

UNLIMITED CREATIVITY

If XSplit Broadcaster is your canvas, then multimedia sources are your paint. When producing a broadcast, add everything from your videos, and music to your webcam and your remote guests from Skype. XSplit Broadcaster even hooks directly into your video games via Gamesource, ensuring high fidelity capture with minimum performance loss.





EVERYTHING YOU NEED

XSplit Broadcaster powers countless live streams and recordings around the world and is the perfect choice for producing rich video content including but not limited to VOD programming, Live Events, Podcasts, Webinars and Presentation

POWERFUL PRODUCTION

Use industry standard production techniques such as Chroma Key (green screen), Dynamic Text, and 3d composition effects to personalize your broadcasts all from within the application.





XSplit | Broadcaster

WHY XSPLIT BROADCASTER
BEATS THE COMPETITION

How XSplit Broadcaster compares to Open Broadcast Software (OBS)?

| | Open Broadcaster Software | XSplit Broadcaster |
|---|---------------------------|--------------------|
| Live stream and record gameplay for free | ✓ | ✓ |
| Hardware encoding (speed) | ✓ | ✓ |
| x264 Encoding (quality) | ✓ | ✓ |
| Native social media integration (Facebook, Twitter, etc.) | ⊘ | ✓ |
| Dedicated and professional with 3rd party peripherals | ⊘ | ✓ |
| Back-up user settings and customizations to the cloud | ⊘ | ✓ |
| Professional tutorials, video guides & FAQs to help get started | ⊘ | ✓ |
| Easily customize your broadcast from within application | ⊘ | ✓ |
| Native integration for broadcast services (Twitch, Youtube, ect.) | ⊘ | ✓ |
| Live stream and record a broadcast simultaneously | ✓ | ✓ |

XSPLIT BROADCASTER HAS AN UNRIVALED USER EXPERIENCE

Our software allows users to replicate industry standard production techniques using an intuitive and flexible user-interface that is unmatched by competition.

By utilizing our streamlined what-you-see-is-what-you-get interface, users can empower themselves to unlock the full potential of their broadcast and maximize their creativity.





WHAT AN XSPLIT LICENSE GUARANTEES?



OFFICIALLY TESTED AND COMPATIBLE WITH ALL MAJOR HARDWARE PERIPHERALS

XSplite users always have peace of mind and know that our software just works with all of their hardware devices. Whether hooking up a webcam, headset or capture card, they can feel safe in the knowledge that XSplite Broadcaster has been rigorously tested in compliance with many of the world's top third-party hardware manufacturers.



TAKE YOUR SETTINGS WHEREVER YOU GO WITH XSPLIT'S CLOUD SYNC

Feel safe in the knowledge that no matter what hardware problems you encounter, XSplite Broadcaster backs up your settings and customizations to the cloud, ensuring that no matter the circumstance your XSplite experience is seamless across multiple devices.



XSPLIT BROADCASTER IS LEGALLY PERMITTED TO USE THE LATEST CODECS


We protect our users and partners by ensuring that everything is done by the book. Splitmedialabs is a registered licensee in good standing with MPEG LA, Vialicensing and X264 LLC, among others.

www.mpegla.com/main/programs/avc/Pages/Licensees.aspx

www.vialicensing.com/licensing/aac-lincesees.aspx

www.x264licensing.com/adopters

Plan Comparison

| | | Free | Premium |
|---|--|--|-------------------|
| General Features | Resolution | Watermark if 720p | Unlimited |
| | Audio Codec | AAC 96 kbps, mono | AAC |
| | Capture Format and Maximum FPS | MP4/FLV - 240 fps Watermark if > 30 fps | MP4/FLV - 240 fps |
| | Upload and share videos with the Recording Manager | ✓ | ✓ |
| | Professional grade software and hardware video encoding | ✓ | ✓ |
| | Stream integration with Twitch, Hitbox, YouTube Live etc | ✓ | ✓ |
| | Free software updates with professional customer support | ✓ | ✓ |
| | Express Video Editor | ✓ | ✓ |
| | Commercial Use | ✓ | ✓ |
| | Use XSplit Gamecaster with all your PC Games | ✓ | ✓ |
|  XSplit Gamecaster | Add and reposition Webcam | ✓ | ✓ |
| | Share your broadcast across social networks | ✓ | ✓ |
| | Twitch subscriber and follower notifications | ✓ | ✓ |
| | In-game Twitch Chat integration | ✓ | ✓ |
| | Image Overlay and URL Widget | ✓ | ✓ |
| | In-game Annotations | ✓ | ✓ |
| | Customizable BRB Screen | ✓ | ✓ |
| | Video Game Console Capture | ✓ | ✓ |
| | Green Screen Transparency Effect | ✓ | ✓ |
| | Number of scenes | 4 | Unlimited |
|  XSplit Broadcaster | Content: Games, Text, Multimedia, HTML, IP Camera etc | ✓ | ✓ |
| | Thumbnail Scene Preview | ✓ | ✓ |
| | Chroma Key | ✓ | ✓ |
| | Scene Transitions | ✓ | ✓ |
| | Source and global script plugins | ✓ | ✓ |
| | Virtual Camera | With Watermark | ✓ |
| | Skype Video Camera | ✓ | ✓ |
| | Audio Source, Local Streaming, Stream Delay | ✓ | ✓ |
| | Simultaneous broadcasting to multiple stream services | ✓ | ✓ |
| | Source Transitions and Projector | ✓ | ✓ |
| | Preview Editor and Audio Mix Preview | ✓ | ✓ |



PREMIUM LICENSE

FOR AS LOW AS

\$4.17 /mo

36 Month Premium

Everything in XSplit Personal plus

- For professional broadcasters
- Access all features of XSplit Broadcaster and XSplit Gamecaster
- Studio style live preview editor
- Create custom script plugins
- Professional audio mix preview
- Add effects with source transitions
- For commercial use



Upgrade to Premium

Starting at less than \$5/month



XSplit

www.xsplit.com

© 2017 Splitmedialabs, Ltd. All Rights Reserved.