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#### An introduction to Live Streaming & Gaming

Whether improving your high scores, tearing through a difficult boss or simply playing a game whilst a friend or family member watches your progress, it's likely at some point in time if you've played a game, you've done it in the presence of others.

Now thanks to ever improving internet bandwidth speeds and popular video platforms such as Twitch, YouTube Gaming and Hitbox, 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 PRODUCTS AUDIENCES



XSplit Broadcaster For experienced content creators, professional live broadcasts, Users who enjoy endless Personalization, and deep feature sets.

XSplit Gamecaster For Gamers interested in trying to stream. They are Looking for a streamlined, Social and extremely user friendly experience.



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 Twitch at the click of a button.

## **NEW**



XSplit Gamecaster

# Advance Microphone Noise Suppression





#### You Tube CHAT



XSplit Gamecaster

















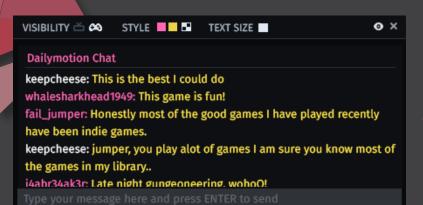


💶 Back to game









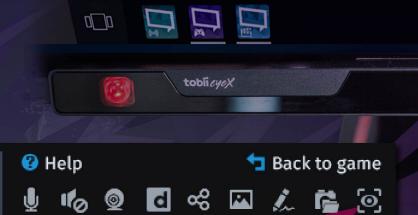


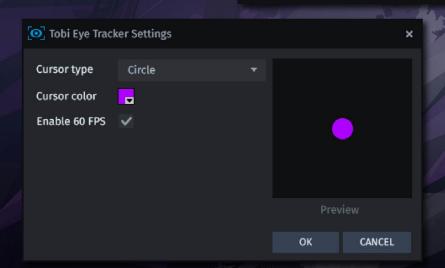
# tobii Eye Tracker

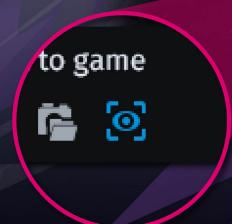
XSplit Gamecaster

RECORD

STREAM









#### **IN-GAME SCREENSHOT SUPPORT**

Take beautiful high quality screenshots in game with XSplit Gamecaster. Now it's easier than ever to capture your greatest gaming moments for sharing across your favorite social network or for your own personal album.

### LOGIN WITH FACEBOOK OR TWITTER!

XSplit Gamecaster now makes it even easier to login by letting users connect XSplit to their Facebook or Twitter account, making it even easier to start a live stream or recording!



### USE XSPLIT GAMECASTER WITH ALL PC AND CONSOLE GAMES

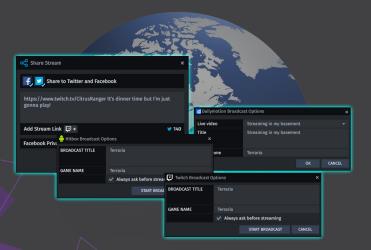
Simply launch XSplit Gamecaster and a pc game of your choice, hit CTRL + TAB to bring up the in-game overlay and start live streaming or recording your gameplay with the click of a button.





### 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

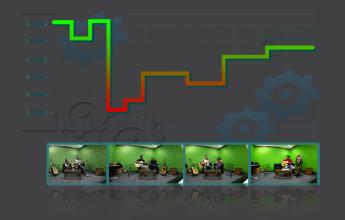
XSplit Gamecaster now makes it even easier to login by letting users connect XSplit to their Facebook or Twitter account, making it even easier to start a live stream or recording!



### TRIDEF SMARTCAM INTEGRATION

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.





#### **ADAPTIVE BITRATE**

#### **TECHNOLOGY**

No longer will you need to restart your broadcast if you experience bandwidth starvation as XSplit'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.



#### Versatility Test

	Local Recording	Twitch	Youtube Live	UStream
FRAPS	*	*	*	*
Shadowplay	*	*	*	*
Raptr	*	*	*	*
XSplit   Gamecaster	*	*	*	*

Recording file size test. How easy are the files 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	<b>/</b>	/	/	$\checkmark$
Live Stream Gameplay	0	<b>/</b>	1	$\checkmark$
Add & Repostition Webcam on live streams and recordings	0	0	1	$\checkmark$
Native social media integration (Facebook, Twitter etc)	0	0	/	$\checkmark$
Automatic Birtate Mode	0	0	0	$\checkmark$
Chroma Key/Green Screen Effects	0	0	0	$\checkmark$
Add Annotations and Drawings to you broadcast	0	0	0	$\checkmark$
In-Game Twitch Chat/Follower Notifications	0	0	0	$\checkmark$
Personalize your broadcast & BRB Screens with graphics	0	0	0	$\checkmark$
Stream & Record to multiple broadcast services (Twitch, YouTube, Hitbox etc)	0	0	0	$\checkmark$
VOD Manager/Editor & Native YouTube integration	0	0	0	$\overline{\hspace{1cm}}$

### 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 our social sharing features.
- Even if you don't have a 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 and OpenGL games.

#### Features a rich in-game overlay

XSplit Gamecaster's in-game overlay means you are given a feature set 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 additionally x264 allows for up to50% smaller file size without loss of quality. In short, x264 ensures you always get the best possible looking recordings 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 cut out the post-process entirely by utilizing

#### **SALES PITCH**



#### Use the status bar to keep tabs on your game performance

XSplit 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, UStream and YouTube Live

XSplit Gamecaster has been built from the ground up to natively support streaming to Twitch, Hitbox 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, XSplit Gamecaster offers a faster, leaner and more streamlined way of interacting with your audience to ensure that each and every one of your broadcasts stands out from the crowd.

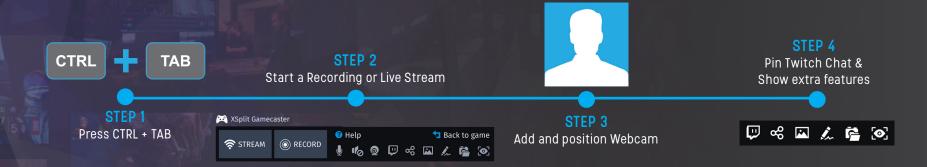


#### AN OUTLINE OF A BASIC

#### 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

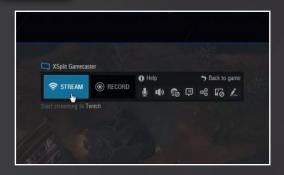


Before beginning a demonstration ask the viewer if they are familiar with both live streaming applications and services such as Twitch in order to gage their understanding of internet broadcasting

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

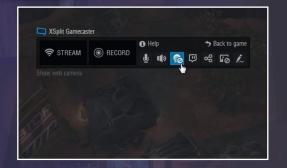
#### Beginning a Live Stream or Recording



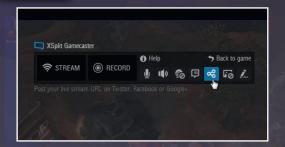
Upon pressing CTRL + TAB, the XSplit Gamecaster in-game overlay will appear allowing the demonstrator to start a live stream or recording. For the purpose of this demonstration click on the Stream button to initialize a new broadcast. XSplit Gamecaster will now automatically measure both the internet 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 the live stream

#### STEP 3



#### STEP 4



#### Adding a webcam to your live stream

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 notebooks 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

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

Social sharing to Google+, Twitter and Facebook.

XSplit Gamecaster local recording & uploading to YouTube
In-Game annotations a cool feature unique to XSplit Gamecaster

### HOW TO DEMONSTRATE XSPLIT GAMECASTER IN AN OFFLINE ENVIRONMENT

An accurate XSplit Gamecaster demonstration in a non-internet environment should focus on presenting the application under it's optimal environment. Most features requires working internet, and these must be virtually explained. However XSplit Gamecaster can always function for local recording, and we suggest to highlight this feature on a hands on demo.

Please note that to run and use XSplit Gamecaster without Internet connection, the demo user needs to log in to the computer once before the demo, while being connected to the internet.

Before starting a demonstration, please ensure XSplit Gamecaster is already running and logged in.

Begin the demonstration by showing active gameplay on the hardware, select a popular PC gaming title, and as it is running simply press CTRL + TAB to bring down the XSplit in-game overlay.

### HOW TO LEAVE XSPLIT GAMECASTER UNATTENDED

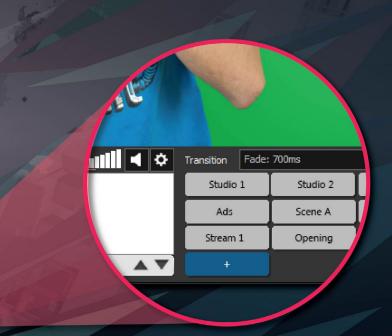


- Show the status bar, FPS & CPU Usage
- Pin the Webcam
  feed to the live gameplay
  to attract attendees
- Activate & Pin the Twitch
  Chat via the in-game
  overlay



### **Unlimited Scenes**





### XSplit Custom URI



# NewTek\* NDI\* Support



**XSplit Broadcaster** 



**Newtek TriCaster** 



LAN

Another XSplit Instance



Other NDI Sources

### Plugin Store







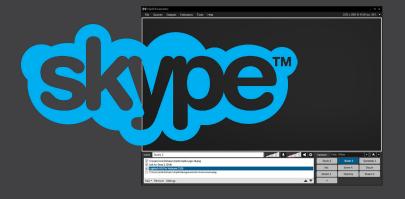
#### **VIDEO PRODUCTION**

#### **SIMPLIFIED**

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.

#### 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 Presentations.





### POWERFUL PRODUCTION TECHNIQUES

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



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

	Open Broadcaster Software	XSplit   Broadcaster
Live stream and record gameplay for free	<b>✓</b>	$\checkmark$
Hardware Encoding (Speed)	<b>✓</b>	$\checkmark$
x264 Encoding (Quality)	<b>✓</b>	$\checkmark$
Native social media integration (Facebook, Twitter etc)	0	$\checkmark$
Dedicated and professional customer support	0	$\checkmark$
Officially tested and compatible with 3rd party peripherals	0	
Back-Up user settings and customizations to the cloud	$\otimes$	
Professional tutorials, video guides & FAQs to help get started	0	
Easily customize your broadcast from within application	0	<b>✓</b>
Native integration for broadcast services (Twitch, YouTube etc)	0	$\checkmark$
Live stream and record a broadcast simultaneously	0	$\checkmark$

### 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

XSplit 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 XSplit 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, XSplit Broadcaster backs up your settings and customizations to the cloud, ensuring that no matter the circumstance your XSplit experience is seamless across multiple devices.



#### XSPLIT BROADCASTER IS LEGALLY PERMITTED TO USE THE LATEST CODECS

Unlike some free applications, we protect our users by ensuring that everything is done by the book. SplitmediaLabs is a registered licensee in good standing with MPEG LA, Via Licensing and X264 LLC, among others.

http://www.mpegla.com/main/programs/avc/Pages/Licensees.aspx http://www.vialicensing.com/licensing/aac-licensees.aspx, http://x264licensing.com/adopters,



# XSPLIT LICENSE TYPES

#### STARTING AT

\$2.50<sub>/mo</sub>

Everything in XSplit Free plus

- · Perfect for casual content creators
- · Full HD broadcasting at 60fps and beyond
- Superior Audio Codec Support
- Enhanced XSplit Gamecaster Features
   In-Game Annotations, Customizable BRB Screen, Image Overlay
   Capture Card and more.
- Enhanced Production Tools
   Express Video Editor, Audio Source, Local Streaming, and Stream Delay



#### STARTING AT

\$4.17<sub>/mo</sub>

Everything in XSplit Personal plus

- For Professional Broadcasters
- Access all features of XSplit Broadcaster & XSplit Gamecaster
- Studio style Live Preview Edito
- Create custom script pluging
- oreate castom script plagm
- Add affects with Source Transition
- Add cheets with soul

**™** Upgrade to Premium

		FREE	PERSONAL	PREMIUM
General Features	Resolution	Watermark if > 720p	Unlimited	Unlimited
	Audio Codec	AAC 96 kbps. mono	AAC	AAC
	Capture Format and Maximum FPS	MP4/FLV - 240 fps Watermark if > 30 fps	MP4/FLV - 240 fps	MP4/FLV - 240 fps
	Upload and share videos with the Recording Manager	<b>\</b>	~	~
	Professional grade software and hardware video encoding (more)	~	~	~
	Stream integration with Twitch, Hitbox, YouTube Live etc	<	~	~
	Free software updates with professional customer support	>	~	>
	Express Video Editor		~	>
	Commercial Use			~
^-a	Use XSplit Gamecaster with all your PC Games	<	~	~
	Add and reposition Webcam	>	~	~
XSplit   Gamecaster	Share your broadcast across social networks	>	~	>
rtopiit   daiiioddotoi	Twitch subscriber and follower notifications		~	>
	In-game Twitch Chat integration		~	~
	Image Overlay		~	>
	In-game Annotations		~	>
	Customizable BRB Screen		~	>
	Video Game Console Capture		~	>
	Green Screen Transparency Effect		~	>
(c. s)	Number of scenes			12
(((•)))	Content: Games, Text, Multimedia, HTML, IP Camera etc	>	~	>
XSplit   Broadcaster	Thumbnail Scene Preview	>	~	>
	Chroma Key	>	~	>
	Scene Transitions	<	~	~
	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			~
	Source and global script plugins			~



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