



## **PRESS RELEASE**

### **Reelway extends its video management system ReelCloud with live stream functionality**

**Cologne, November 08, 2018.**

**Reelway adds new live stream management capabilities to its cloud-based digital (video) asset management and editing offering with the just-released 3.0 release of its ReelCloud video management system.**

With the latest release, ReelCloud supports the complete control of livestream events and enables the simultaneous livestreaming of an event to any number of streaming destinations. In the configuration of the livestream destinations, the streaming servers and streaming destinations of one or more social media accounts such as Youtube, Facebook or Twitch accounts can be stored. When creating a new livestream event, it is easy to select from the list of pre-configured streaming destinations.

For streaming to a website or intranet, ReelCloud provides an adaptive streaming player that can be quickly and easily embedded on a website. With the start of a livestream event, ReelCloud generates the streaming destination and streaming key, which are entered into a livestream software, such as OBS Studio.

When the livestream is finished in ReelCloud, the re-live video is available for possible further editing in ReelCloud's online video editor. There, the video can be edited and, if necessary, transferred to other destinations, such as a sports server or a corporate server. These transfer destinations are also configured once in ReelCloud and are then always available for fast file transfers.

Re-live video files and, if applicable, new video files created from editing are automatically stored in ReelCloud's virtually unlimited cloud storage and can be easily located via search.

"ReelCloud has thus successfully expanded into a cloud-based livestreaming and video management system and in this way enables our customers to enjoy livestreaming and video editing as a service in a monthly subscription - without installing software - without update costs - without risk - indefinitely," says Dr. Stephan Schneider, founder and CEO of Reelway GmbH, about the advantages of ReelCloud.

Reelway GmbH  
Eupener Str. 161 a  
D-50933 Köln / Germany  
Phone: +49 221 53418492  
Fax: + 49 221 53418494

CEO: Dr.-Ing. Stephan Schneider  
Köln, HRB 69026  
Bank: Kölner Bank e.G.  
BIC: GENODED1BRS  
IBAN: DE03 3806 0186 8102 2270 19

Contact:

Reelway GmbH  
Dr.-Ing. Stephan Schneider  
Eupener Str. 161a  
50933 Bonn  
E-Mail: [contact@reelway.de](mailto:contact@reelway.de)

About Reelway:

REELWAY is an international IT company for the development, implementation and operation of cloud-based livestream and video management systems as well as the provision of streaming services and cloud consulting.

REELWAY was founded in 2010 and is headquartered in Technologiepark Cologne, Germany. From Europe, America and India, REELWAY operates the cloud-based livestream and video management platform ReelCloud. ReelCloud enables customers to generate, process and globally distribute livestreams and videos. ReelCloud supports sports clubs, education and training institutions, innovative companies, youtubers and gamers as well as employees from broadcast companies. With strong and international technology partnerships, the company will continue to expand its universal platform and new applications in the future.

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