

Macworld goes BoinxTV

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Boinx Software today announced that it has teamed up with Macworld Magazine to provide the technical and operational support for recording seminars and product presentations from booth #1578. The Mac audience on-site and online awaits the news of the day, exciting interview guests and plenty of surprises from the Macworld booth. BoinxTV, the award-winning live video production software for the Mac, turns any decent Mac into a TV studio to record and stream professional live shows.

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"We are excited to be able to contribute to a great Macworld Expo by providing Macworld Magazine with a video production system that enables them to quickly publish the seminars, interviews and product presentations that will happen at their booth to the internet," says Oliver Breidenbach, CEO of Boinx Software. "In times where yesterdays news are old news, it is important to produce video in real time and on a tight budget. BoinxTV is the perfect solution for that."

"As a small publisher with no expertise in live video production, we're happy to be working with BoinxTV to produce our videos from our booth at Macworld 2010," says Jason Snell, VP, Editorial Director of Macworld. "It's great that we can use Mac hardware and innovative software such as BoinxTV to produce content for the show."

About BoinxTV

BoinxTV, winner of the Apple Design Award 2009, is a revolutionary tool for creating Live to Disk, Live to Internet, and Live to Stage video, jointly developed by Boinx Software and TheCodingMonkeys. With BoinxTV, you can create stunning studio shows, podcasts, sports events, concerts, interviews, sermons, lectures, seminars and more, using your Mac and multiple cameras. With its innovative user interface and its extendable architecture, BoinxTV makes it easy to create professional 'TV style' shows, minimizing post-production time.

About Macworld

Mac Publishing, LLC, a subsidiary of International Data Group (IDG), the world's leading technology media, events, and research company, publishes the world's leading independent Macintosh magazine and Web sites. Every month Macworld, winner of the Folio: 2005 and 2006 Gold Eddie Award for Best Technology/Computing Magazine and the 2007 Jesse H. Neal Award for Best Online Article or Series, reaches an average issue audience of nearly one million Macintosh professionals and enthusiasts while Macworld.com garners an average of nearly 3 million monthly unique visitors and averages over 18.5 million monthly page views with visitors spending an average of 11 minutes and 15 seconds per visit (HBX: December 2006 - November 2007).

Boinx Software:
<http://boinx.com>

BoinxTV:
<http://boinx.com/boinxtv>

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

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Purchase BoinxTV:

<http://boinx.com/boinxtv/buy>

Media Assets:

<http://boinx.com/press/media/>

Boinx Software Ltd. is located in Puchheim, near Munich, Germany. Boinx Software develops award winning software for the creative Mac user in animation, movie production and photography. Boinx iStopMotion is the leading solution for stop motion animation and time lapse capture and won the O'Reilly Mac OS X Innovators Award in 2003. Boinx FotoMagico, winner of two Apple Design Awards-"Best Mac OS X Leopard Graphics and Media Application Runner-up 2008" and "Best Mac OS X User Experience Runner-up 2006" is a presentation tool for professional photographers. Boinx PhotoPresenter, winner of the Apple Design Award 2005 "Best Mac OS X Student Product", is a quick slideshow tool with a variety of pre-built templates. Boinx Mousepose is the indispensable mouse pointer highlighting tool for everyone doing presentations, training or demos. FxTiles is collection of 3D filters and transitions designed for Adobe After Effects CS3 / CS4, Apple Final Cut Studio and Apple Final Cut Express.

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