

TodoCast™ Pioneers First Ever Live Webcast of Sonoma Valley Wine Country Weekend



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Press Release Summary: Live Video Webcast System Provides Portable Video Stream and Content Distribution Network for Legendary Wine Auction

Press Release Body: **SAN JUAN CAPISTRANO, CA - August 28, 2008** — [TodoCast™](#), the innovator of the world's first affordable, portable, live [video webcasting system](#), today announced the availability of the first ever live webcast for this year's landmark [Sonoma Valley Wine Country Weekend](#) held this Labor Day Weekend in Sonoma Valley. Sponsored by a host of organizations, including WebSat, Inc a TodoCast Partner, the fall auction and event entertainment will be accessible to anyone in the world with access to a computer and internet connection, complements of WebSat and the revolutionary technology of the [TodoCast System](#).

The [live web-broadcast](#) of the Sonoma Valley Wine Auction will be available to online viewers at no charge and enable online viewers to make donations through the TodoCast.tv platform, allowing additional contributions to be made to participating Sonoma Valley Charities.

"We were thrilled at the prospect of the event's **live webcast**," said stated Peter Whyte, President of WebSat, Inc. "TodoCast truly provides a solution and an opportunity for a recurring revenue stream. The simplicity and broad applications of the **TodoCast system** allow us to not only widen our viewer audience, but increase profitability without incurring tremendous costs," Whyte concluded.

As a TodoCast Partner, WebSat is able to provide a complete service to event organizers and professional videographers, including on-site equipment, satellite and Internet bandwidth, as well as the technology for high quality live video, enabling people to experience the excitement of watching events as they happen. For the Sonoma Valley Wine Auction, viewers simply need a broadband connection to access the event website located at <http://www.todocast.tv/sonomavalleywine>. Upon signing in via a secure session, viewers can watch the event and contribute to the Sonoma Valley Charities via credit card donations.



TodoCast will provide the satellite feed for the event as well as content distribution services which enable WebSat, Inc to pull off the **event live via satellite** for the first time," concluded Roland.

Featuring a .96 meter one touch auto-deploy satellite antenna, the TodoCast kit, which comes complete with all electronics premounted in a Gator G-Shock Rack Case, offers a high-quality [live video webcast](#). The event will be streamed in standard definition at 600Kbps Flash, allowing the largest possible audience to view the content at home on either a MAC or PC. TodoCast services are available in Standard Definition as well as High-Definition with data rates from 400Kbps to over 4Mbps.

TodoCast provides a seamless solution for event organizers to reach an entirely new audience that would otherwise be inaccessible. The quality broadcast, fast deployment and complete mobility offers **TodoCast** customers and partners the ability to leverage countless opportunities both in exposure and revenues.

As the first portable solution for **pay-per-view** and **live video content**, the TodoCast Kit, offers a turnkey [satellite webcasting system](#). Mounted to most vehicles, TodoCast provides videographers the freedom of mobility with

guaranteed quality broadcasting bandwidth. Professional videographers can access the TodoCast CDN Streaming Media Hosting, to upload and promote live events capable of generating revenue from any location.

The Sonoma Valley Wine Country Weekend features more than 200 world-class wineries and chefs, a show-stopping Taste of Sonoma, and a Wine Auction. For more information on the event, please visit <http://www.sonomawinecountryweekend.com/auction/home.asp>. For information on TodoCast and how its **turnkey live video streaming satellite system** revolutionizes videography and streaming media content for videographers and event planners everywhere, please visit <http://www.TODOcast.tv>.

About

WebSat,

Inc

Leveraging more than 40 years of experience in the satellite industry, specializing in equipment manufacture, content distribution and the operation of satellite-based networks, WebSat offers fully equipped trucks with retractable satellite dishes enabling live event webcasting from any location. Headquartered in Sonoma, California, WebSat services Northern California with **live webcasting** for corporate, political and sporting events, concerts, church, civic and charity events, weddings, auctions, rallies and breaking news stories. For more information, please contact Peter Whyte 415-999-2394 pwhyte@websat.tv, or Pat Matthews 707-996-1805 pmatthews@websat.tv.

About

TodoCast

TodoCast is a complete turnkey solution for **live video streaming over satellite**, packaged into a user friendly and revenue generating kit for professional videographers. The TodoCast Kit offers live satellite-to-web video streaming in a portable and turnkey solution, complete with electronics, antenna and portable case. In addition to the TodoCast Kit, the company provides a Content Distribution Network(CDN) and pay-per-view and advertising engine that enables TodoCast partners to promote and stream live events while generating revenue through paid viewers or advertising revenue. For more information, visit www.todocast.tv.

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