


# LIVEU - CORPORATE OVERVIEW

	
<b>Industry</b>	Live video transmission: <ul style="list-style-type: none"><li>• <i>Broadcast Media</i></li><li>• <i>Online Media</i></li><li>• <i>HLS, Emergency &amp; Defense</i></li></ul>
<b>Customers</b>	Over 200 customers in five continents including top-tier TV broadcast & online media, sports & security organizations.
<b>Established</b>	2006
<b>Offices</b>	NJ, USA, & Kfar Saba, IL
<b>Channels</b>	US, Europe, LATAM, APAC
<b>Employees</b>	Over 60
<b>Investors</b>	Canaan Partners Carmel Ventures Pitango Venture Capital
<b>Awards</b>	<ul style="list-style-type: none"><li>• <i>Streaming Media European Readers' Choice Award 2011</i></li><li>• <i>TV Technology Europe's STAR Award 2011</i></li><li>• <i>Producers Guild of Americas "Digital 25" 2010</i></li></ul>

## Introduction

LiveU ([www.liveu.tv](http://www.liveu.tv)) is a pioneer in the portable video-over-cellular solutions space and the benchmark for reliable and high-quality uplink. Our solutions use multiple cellular or other links simultaneously to provide a seamless broadband channel optimized for live, up to 1080 High Definition video transmission from the field. We provide the most advanced technology and equipment for leveraging wireless network infrastructure as a video delivery channel, supported by the only complete, all-inclusive turnkey service package.

## The Opportunity

For **broadcast media**, LiveU enables a shift in live video acquisition away from expensive satellite transmission, delivering a cost-effective cellular alternative that offers a resilient broadcast-quality video uplink while enhancing freedom of mobility in the field for all broadcast media outlets. For **online media**, LiveU is the game changer that delivers on the promise of the Internet as a platform for live, professional-quality video streaming from anywhere. While satellite is cost-prohibitive for most online publishers, LiveU's robust cellular uplink backpacks provide satellite-like quality at significantly lower prices. For **sports** sites, LiveU's portable video transmission products ensure that no angle is missed in the relationship between sports organizations

and their fans, capturing all the action both on and off the field. For **homeland security (HLS), emergency and defense**, LiveU lends new meaning to the words mobile surveillance, enabling law enforcement agencies to document events as they unravel, and gather and feed crucial video to control rooms in real-time, enabling operators to send the necessary back-up.

## LiveU Solutions: LU60 & LU40i

LiveU's flagship LU60 series takes the broadcast-from-anywhere experience to new heights. The LU60 simultaneously bonds multiple cellular (4G LTE/3G), WiMAX and Wi-Fi modems to provide a resilient, broadcast-quality video uplink, packing the capabilities of an HD Satellite truck into a compact backpack. The LU60 offers 1080i HD video resolution and super performance at ultra-low sub-second latency. With its built-in, proprietary RF technology, LiveU's LU60 converts dead cellular zones to live zones.

In September 2011, LiveU unveiled its ground-breaking new LU40i handheld live HD video solution for the online media market. Weighing less than 700 grams (1.5 pounds), the LU40i provides a high-quality, simple to use and cost-effective uplink solution for online coverage of events, such as sports, music, advertising, religious and corporate sponsorship.



## Customers

LiveU customers include many of the world's leading TV networks, news agencies and online media giants who use the company's technology and products on a daily basis from different locations around the globe. LiveU has been used extensively in many high-profile events, such as the red carpet at the Academy Awards®, GRAMMY Awards®, Super Bowl, 2011 British Royal Wedding, Brazilian Carnival, World Cup in South Africa, 2008 Beijing Olympic Games, and President Obama's inaugural train ride from Philadelphia to D.C. LiveU is also seeing growing interest from HLS, emergency and defense organizations in an arena where true live is mission critical to success.