



News Release

GRAMMY® Awards Web Site to Utilize LiveU Broadcasting Technology for Around-the-Clock Coverage

Multiple Cellular Broadcast Units Will Follow Artists' Every Move Ahead of Ceremony

Los Angeles, USA, January 26 2010 -- The GRAMMY® Awards Web site will give audiences an unprecedented look into the making of the ceremony and the lives of the artists participating in Music's Biggest Night®, using LiveU technology.

Numerous LiveU portable broadcasting units will help capture live behind-the-scenes action leading up to and throughout The GRAMMYS on Sunday, Jan. 31. The live stream will be combined with rare past GRAMMY Moments and provide users with 72 hours of contiguous streaming content. The live broadcasts will create an immersive experience for users, who will be able to follow some of their favorite artists from the Red Carpet to backstage with GRAMMY Award winners. The production will be a milestone event, exhibiting the longest-ever GRAMMY-related online streaming show.

LiveU offers a portable device that fits in a backpack, and transmits broadcast-quality video at up to 2Mbps in real time using multiple data networks such as 3G, 4G, and wifi, even while in motion – without the need for satellites, microwave, or fixed line connections.

“We are very excited to work with the GRAMMY Awards,” says Ariel Galinsky, LiveU VP of Business Development. “We see the music industry as one of LiveU’s key strength areas, allowing artists, labels, and music organizations to communicate with fans directly from anywhere, at anytime – in a very cost-effective manner.”

“For the first time ever, The Recording Academy will give music fans an unprecedented all-access pass into the GRAMMY Awards for 72 hours,” said Peter Anton, Vice President, Digital Media, The Recording Academy. “We are pleased to partner with LiveU on this exciting new endeavor.”

The live footage will appear on www.grammy.com starting Friday, Jan. 29 at 2 p.m. PST.

About LiveU

LiveU offers a light-weight and cost-effective video uplink device that fits in a backpack and can be connected to professional video cameras, allowing broadcasters to easily and instantly send live high-quality video streams from anywhere at any time, via cellular and other data networks. LiveU is utilized by leading media companies, web video providers, independent producers, artists, sports organizations, and brands across the globe to cover live events in new ways

thanks to the mobility and ease of use of the solution. The company is based out of Paramus, NJ. For more information visit <http://www.liveu.tv>. For multimedia visit <http://liveu.tumblr.com>. Follow on Twitter at <http://www.twitter.com/liveu>.

About The Recording Academy

Established in 1957, The Recording Academy is an organization of musicians, producers, engineers and recording professionals that is dedicated to improving the cultural condition and quality of life for music and its makers. Internationally known for the GRAMMY Awards — the preeminent peer-recognized award for musical excellence and the most credible brand in music — The Recording Academy is responsible for groundbreaking professional development, cultural enrichment, advocacy, education and human services programs. The Academy continues to focus on its mission of recognizing musical excellence, advocating for the well-being of music makers and ensuring music remains an indelible part of our culture. For more information about The Academy, please visit <http://www.grammy.com>. For breaking news and exclusive content, join the organization's social networks as a Twitter follower at <http://www.twitter.com/thegrammys>, a Facebook fan at <http://www.facebook.com/thegrammys>, and a YouTube channel subscriber at <http://www.youtube.com/thegrammys>.

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