



News Release

LiveU Breaks the Boundaries of Live Transmission at South Africa World Cup

Johannesburg, South Africa, June 18, 2010 -- Leading media companies from around the world are utilizing dozens of LiveU mobile broadcasting backpacks for continuous coverage from all parts of South Africa, for creative, cost-effective, portable, and high quality content acquisition.

As age-old rivalries are heating up during the 2010 World Cup tournament, soccer players aren't the only ones perfecting their best shots. TV networks, news, and media organizations from all corners of the globe are utilizing unique live coverage like never before. For the first time in the history of World Cup coverage, broadcasters are making extensive use of cellular-based video transmission, for creative, cost-effective, portable, and high quality content acquisition.

Leading media companies from around the world will be utilizing dozens of LiveU mobile broadcasting backpacks for continuous coverage from all parts of South Africa. Ariel Galinsky, LiveU VP of Business and Corporate Development, explains: "with LiveU, broadcasters are set free from the limitations of traditional uplink technologies such as satellite, which offer practically no flexibility, yet come at very steep rates. Using the LiveU backpack, our customers can broadcast while standing in a large crowd of fans, in the locker room, on the field, and even on the move at highway speeds, all without worrying about running long cables, fitting a big truck where there is no available space, or paying satellite or fiber rates." The LiveU backpack solution connects to any video camera, and bonds together multiple 3G, 4G, wimax, wifi, and other data connections to offer a reliable, high-quality video uplink that opens the door to transmitting from places and in situations where it was considered impossible to go live only a few years ago.

South Africa is one of the recent additions to LiveU's global distribution, joining over 30 other countries in 5 continents in which LiveU solutions are in use by leading media companies in each respective market.

About LiveU

Based in Paramus, NJ and Kfar Saba, Israel, LiveU (www.liveu.tv) designs, develops and provides a real-time video uplink solution at broadcast quality which provides instant setup time and connects to any video camera. LiveU frees video broadcasting from uplink limitations and allows the color and excitement of live broadcasts to be shared by TV Broadcasters, Web Platforms and Video Prosumers, anywhere and at anytime. LiveU's services have been deployed successfully by leading TV networks and other media companies to transmit news, live sporting events, concerts, and reality shows. LiveU is a privately held company, backed by top tier international technology investors. For updates, follow LiveU's twitter feed on <http://twitter.com/LiveU>.

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