



## **News Release – Broadcast Asia – issue date June 14<sup>th</sup>**

### **Channel NewsAsia Broadcasts Live from the Singapore Election Using LiveU's Video Uplink System**

**Singapore, Broadcast Asia, Booth no. 4B3-01, June 21<sup>st</sup>, 2011** - LiveU ([www.liveu.tv](http://www.liveu.tv)), the pioneer of portable video-over-cellular backpack solutions, today reported that MediaCorp, Singapore's only terrestrial broadcaster, transmitted live video coverage of the General Election on its regional station, Channel NewsAsia, using LiveU's LU60 system.

The LU60 offers cost-effectiveness and mobility, compared to expensive satellite trucks. MediaCorp used the LiveU system to complement its coverage, and it was utilized to cover one of the party press conferences taking place in the run-up to Election Day.

MediaCorp's overall live coverage of the General Election on television on the day attracted over 2.42 million viewers in Singapore (source: MediaCorp).

Ms Norraine Yusof, Vice President of Production Services at Channel NewsAsia, says, "The LiveU system was a good add-on to our coverage of the General Election. With so much activity on the ground during the hustings and on Polling Day, it was an effective device that provided a lot of flexibility and enabled us to broadcast videos 'live' and on the move".

Samuel Wasserman, LiveU's CEO, said, "MediaCorp represents another important Tier 1 broadcasting customer for LiveU. We're delighted that we could help supplement MediaCorp's election coverage and meet their requirement for fast, high quality news coverage. Asia-Pacific is proving to be a fast-growing market for LiveU with cellular-based video technology becoming increasingly relevant for 24/7 newsgathering services."

LiveU's product-line includes: the LU60, the industry's first bonded 3G/4G LTE backpack with proprietary RF technology for superior resiliency, up to 1080 HD video and sub-second latency for a satellite-like experience; and the LU30, the de-facto industry standard for cellular-based backpacks.

***LiveU is presenting its enhanced product range in booth 4B3-01 at the Broadcast Asia show, June 21-24, at Suntec, Singapore.***

#### **About MediaCorp**

MediaCorp ([www.mediacorp.sg](http://www.mediacorp.sg)) is Singapore's leading media company with the most complete range of platforms, spanning television, radio, newspapers, magazines,

movies, digital and out-of-home media. MediaCorp's vision is to become Asia's top media company, delivering valued content to the world.

MediaCorp launched Channel NewsAsia, an English language Asian TV News Channel in 1999. It is now viewed in 24 territories across Asia.

### **About LiveU**

LiveU ([www.liveu.tv](http://www.liveu.tv)) is the pioneer of broadcast-quality, video-over-cellular backpack solutions that allow live video transmission (HD and SD) from any location around the world. LiveU's solutions include multiple 4G LTE/3G, HSPA+, WiMAX and Wi-Fi cellular links, which are optimized for maximum throughput depending on which connections are available. With top-tier customers in 60+ countries across five continents, LiveU's solutions have been used at high-profile events, including the red carpet at the Academy Awards®, GRAMMY Awards®, Super Bowl, Prince William's and Kate Middleton's 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.

# # #

#### **Press Contacts:**

Natalie Chouraqui (Corporate)  
+972-54-4750-889  
[natalie@liveu.tv](mailto:natalie@liveu.tv)

Shelley Kapitulik Drazin / Lloyd Trufelman (US)  
203-898-1501 / 212-905-6060  
[shelley@trylonsmr.com](mailto:shelley@trylonsmr.com)/[Lloyd@trylonsmr.com](mailto:Lloyd@trylonsmr.com)

Joss Armitage (Europe)  
+44-7979-908-547  
[joss@jumppr.tv](mailto:joss@jumppr.tv)

**Sales Contacts:**  
+972-9-763-8000  
[info@liveu.tv](mailto:info@liveu.tv)