



## **LiveU Redefines Uplink Once Again: Introduces Full High-Definition Video Even from Dead Cellular Zones**

*Showcasing the Ground-Breaking LiveU HD60 Transmission Backpack at IBC booth #3.A30*

**Amsterdam, September 9, 2010** -- LiveU, the leader in cellular-based live video uplink solutions, will showcase at IBC its latest product, the LiveU HD60 - high-definition backpack newsgathering solution. Following on the unparalleled success of the popular LU-30 deployed by leading broadcasters worldwide, the LiveU HD series takes the broadcast-from-anywhere experience to new heights.

This next generation LiveU unit packs abundantly rich capabilities and feature set, previously considered impossible with cellular-based video uplink, such as 1080 HD video resolution; advanced RF technology for resilient transmission even in poor cellular reception areas or crowded events; super performance at the ultra-low 1-2 second latency range; easy and affordable worldwide roaming; up to 14 different simultaneous uplink connections; support of Anton-Bauer and IDX batteries; field control via touch screen user interface; and remote control from anywhere over the web, including via smart phones.

The announcement follows several very successful years for the company in which numerous tier-1 broadcasters, top news agencies, and new media publishers have become loyal LiveU customers. Samuel Wasserman, LiveU CEO, explains: "We're happy to announce LiveU's HD series that strengthens our leadership in professional cellular-based video transmission, and enables exciting new live and mobile formats for the industry. Our unmatched products and top performance have established LiveU as the brand of choice and sets new standards in providing live & resilient HD video".

### **Convert Dead Cellular Zones To Live Zones**

The HD60's offers a built-in highly advanced RF antenna technology for exceptionally resilient transmission. From bustling urban environments to underground tunnels, high-rise office buildings and crowded public events, the LiveU HD60 overcomes cellular signal fading and poor cellular coverage, taking "anywhere" to a whole new level. Simply put, the LiveU HD60 extends cellular range and converts Dead Cellular Zones to Live Zones.

### **Full HD**

The HD60 supports a range of picture resolutions from CIF up to 1080i High Definition. The HD60 comes with either SDI or HDMI and analog video input interfaces, as well as DV IEEE 1394 Firewire. The studio LU1000 software on the receive end supports multiple inputs and outputs simultaneously, with SDI or analog output.

### **Roaming**

The HD60 offers a built-in roaming solution that allows users to easily go live even while roaming out of home base. Combined with LiveU's complete turnkey service plan and full support in over 50 countries around the globe, this makes LiveU an ideal solution for international coverage.

### **From TouchScreen to iPhone**

LiveU HD uses a touch screen based advanced user interface for full monitoring and control of the unit. Full remote control via the web is also supported, as well as via iPhone, iPad, Android, and other handheld devices.

To see the LiveU HD60 in action please visit us at IBC booth #3.A30.

### **About LiveU**

Based in Paramus, NJ and Kfar Saba Israel, LiveU ([www.liveu.tv](http://www.liveu.tv)) designs, develops and provides real-time video uplink solutions at broadcast quality. 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.

### **Contact**

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