



News Release

LiveU Sets Another World-First With Live Video Over 4G LTE Links

Cutting Edge Live Coverage of the Swedish Elections incorporating LTE

Stockholm, Sweden, October 7, 2010 -- Over the last few months prominent Swedish media groups have been using the LiveU cellular uplink video solution incorporating TeliaSonera's 4G LTE links for their daily live news coverage. LiveU has thus set yet another world-first, integrating LTE – the world's most advanced cellular technology, into its bonding solutions and extending its exciting offering for live, high quality professional news gathering.

This LiveU solution, utilizing the recently commercially deployed LTE network, was used extensively during the Swedish elections to transmit live video from Stockholm to TV and website viewers. "We have been extremely happy with LiveU's service, keeping us abreast with the most advanced cellular networks" says Anders Wahlund, Operations, ExpressenTV. "Having the 4G LTE connection in the unit allowed us to provide very high quality video to our viewers during the election coverage and we still have great 3G-based transmissions from areas with no 4G coverage."

Using several cellular links simultaneously gives LiveU's users resilient, broadcast quality uplink video transmissions, overcoming inherently dynamic cellular network conditions. LiveU successfully harnessed the additional uplink bandwidth delivered by the 4G LTE network to its video transmission, maintaining top video resiliency and quality even under extreme real-life network conditions.

"With their unbeatable LU30 solution, the new HD60 with its unique antenna technology demonstrated at IBC and their 4G LTE integration, LiveU enables us to provide our customers with exactly what they need to make their "satellite in a truck" live content contribution dream into a daily reality" said Mr. Christer Jansson, Country Manager at AVIT-Systems Sverige AB.

About AVIT-Systems (<http://www.avit-systems.com>)

AVIT-Systems A/S is a Danish company owned by NORDJYSKE Holding. We are currently 24 dedicated employees in Denmark, Norway and Sweden with offices in Copenhagen, Aalborg, Oslo, Stavanger and Stockholm - employees with many years of experience with Design, Engineering and Services in Broadcast Technology. With an annual turnover of DKK 70 million, AVIT-Systems is one of the two biggest in Scandinavia.

AVIT-Systems mission is to operate as a system integrator in Scandinavia and a local agent for some of the major Broadcast Technology manufacturer, i.e. Grass Valley, Dalet, LiveU and Quantel.

AVIT-Systems have more than 20 years of experience in the broadcasting industry. We have delivered many ongoing broadcast solutions to major Broadcasters such as NRK, TV 2 Norway, DR, KNR and Kringvarp. We also serve a lot of minor/local Broadcasters in Denmark, Norway and Sweden.

About LiveU

Based in Paramus, NJ and Kfar Saba Israel, LiveU (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.

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