



## **News Release**

### **LiveU Sets New Standards in Cellular-Based Uplink Transmission – Live HD Video Anywhere, Anytime**

*Introducing the LiveU HD Backpack Uplink Video Transmission Product Series; live demo in NAB booth #SU9210*

**Las Vegas, April 10, 2010** -- LiveU, the “ENG satellite-truck in a backpack” pioneering company, announced today the launch of the LiveU HD series, the 2<sup>nd</sup> generation of fully integrated product line in its family of compact cellular backpack transmission solutions for live TV and Web reporting. Following on the huge success of the popular LU-30 used in over 30 countries, the LiveU HD series takes the broadcast-from-anywhere experience to new heights.

The new LiveU unit packs an abundantly rich feature set, such as 1080i HD video resolution, super performance even at ultra-low 1-second latency, highly advanced innovative technology for resilient transmission even in poor cellular reception areas, and unique hardware / software mechanisms that enable easy and affordable worldwide roaming.

The LiveU HD60 concurrently bonds up to 12 cellular (3G/4G), WiMAX and Wi-Fi modems, as well as multiple LAN and BGAN satellite connections. It comes complete with a new custom backpack with a robust, field-proven back harness supporting simple one-person field operation even under the harshest conditions.

The announcement follows a very successful year in which numerous tier-1 broadcasters and top video publishing platforms have become loyal LiveU users. Samuel Wasserman, LiveU CEO explains: “Our unrivaled products and top performance have established LiveU as the brand of choice in professional cellular-based video transmission, enabling exciting new live formats for the industry. We’re happy to announce LiveU’s HD series that sets new standards in providing live, resilient video at even higher quality and lower latency. We are already seeing very positive indications of its acceptance in the market.”

LiveU has become synonymous with reliable, live cellular broadcast transmission from the field. With its market-defining LU30 and all-inclusive service offering, it has made headlines in various high-profile broadcasting events. Whether used by TV networks for various news gathering and entertainment applications, or as a game-changing technology for Internet broadcasters, music artists, sports, brand promoters and social

media videographers. LiveU is changing the broadcast arena profoundly by making live quality transmission entirely available and extremely affordable.

The HD60 features include SDI, HDMI and analogue A/V input; the most advanced H.264 high profile video codec and AAC High Efficiency Version 2 Audio codec on the market; resilient mobile aggregation achieved by proprietary load-balancing and link control algorithms working in tandem with the video encoding layer; a longer-life internal battery; and a touch screen LCD for on-the-spot easy operation, configuration and audio and video preview.

LiveU will be demonstrating the LU-30 and LiveU HD60 at their booth (#SU9210) during NAB 2010, Las Vegas.

### **About LiveU**

Based in Paramus, NJ and Kfar Saba Israel, LiveU ([www.liveu.com](http://www.liveu.com)) 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 sports events, concerts, and reality shows. LiveU is a privately held company, backed by top tier international technology investors.

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