



## **News Release**

### **LiveU Boosts its LU60 Series with Sub-Second Latency, Enabling Satellite-Like Interviews from the Field**

*The Proven 4G LTE/3G Uplink Solution of Choice for Global Broadcasters*

**Paramus, NJ, April 6<sup>th</sup>, 2011** - LiveU ([www.liveu.tv](http://www.liveu.tv)), the pioneer of portable video-over-cellular backpack solutions, will present its enhanced LU60 video uplink series with sub-second latency over multiple bonded 4G/3G connections and superior resiliency at the 2011 NAB Show in Las Vegas (booth #SU8808). With such a short delay, LiveU's robust broadcast-quality video uplink offers customers a highly cost-effective alternative to satellite solutions when conducting live, bi-directional interviews from the field.

Leveraging LiveU's powerful proprietary RF technology, the bonded LU60 solution is proven to offer up to 1080 HD video quality with top resiliency in all 4G LTE/3G coverage scenarios. Hundreds of systems are already in use by Tier-1 broadcasters to cover world-changing news, such as in Egypt and Japan, and recent high-profile events, for example, the Super Bowl, GRAMMY Awards®, Academy Awards® and the NBA All Star Weekend.

The LU60 system is providing great results for LiveU customers across the U.S. and worldwide. "LiveU has given WSB NEWS the ability to go live in new locations and the system's portability is a differentiator in our Atlanta coverage" says Don Bailey, News Operations Manager of Cox Media Group's WSB-TV.

Samuel Wasserman, LiveU's CEO, said, "LiveU's antenna technology has already made a real difference in live video transmission. Our customers have been able to conduct interviews in the most extreme conditions, in the car, in the crowd and even while flying overhead in a helicopter. Now with sub-second delay, we're offering a satellite-like experience to our global customer base. As industry pioneers, we are committed to continuous technological breakthroughs and to the highest level of customer service and support 24/7/365 in any location".

The feature-rich LU60 software update also includes IFB (return audio channel from studio), Store & Forward modes, audio continuity for additional resiliency, and automatic international roaming capabilities. The backpack integrates with all industry-standard power supply systems, including Anton Bauer, IDX and Sony V-Mount.

LiveU was the early adopter of LTE technology, integrating 4G LTE links into its cellular-bonding solutions for coverage of the [September 2010 Swedish elections](#). The LU60 includes multiple 4G LTE/3G, HSPA+, WiMAX, and Wi-Fi cellular links, which are optimized for maximum throughput when 4G is not available. The unit is fully compatible with Verizon's and other forthcoming LTE networks in the US and many LiveU

customers have been experiencing the increased speed and reliability that these networks provide.

***LiveU is presenting its enhanced LU60 series at the 2011 NAB Show, April 11-14, at the Las Vegas Convention Center, booth #SU8808.***

### **About LiveU**

LiveU ([www.liveu.tv](http://www.liveu.tv)) provides a broadcast quality, video-over-cellular backpack solution that allows live video transmission (HD and SD) from any location around the world. 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, Brazilian Carnival, World Cup in South Africa, 2008 Beijing Olympic Games and President Obama's inaugural train ride from Philadelphia to D.C.

The company is based in Paramus, NJ and Kfar Saba, Israel.

# # #

#### Press Contacts:

Shelley Kapitulik Drazin / Lloyd Trufelman

203.898.1501/ 212.905.6060

[shelley@trylonsmr.com](mailto:shelley@trylonsmr.com)/[Lloyd@trylonsmr.com](mailto:Lloyd@trylonsmr.com)

#### Sales Contacts:

201-742-5228

[info\\_us@liveu.tv](mailto:info_us@liveu.tv)