



ZDF Utilises LiveU To Enhance Daily News Coverage

Hackensack, NJ, January 24th, 2012 – LiveU (www.liveu.tv), the pioneer of portable video-over-cellular solutions, has announced that ZDF's central news operation has successfully deployed LiveU's LU60 cellular uplinking technology for a range of broadcast news applications.

ZDF (Zweites Deutsches Fernsehen) is Germany's national public television broadcaster operating as an independent non-profit organisation. The broadcaster's Berlin operation has been using LiveU for a range of news operations, including last year's Pope's visit where LU60 units were used to transmit live from the Olympic Stadium. The LU60's store-and-forward technology was also used on this occasion.

On a day-to-day basis, ZDF deploys the LiveU system to enable live coverage of events for which OB vans simply aren't suitable. Martin Uhlman, Production Engineer with ZDF Berlin, said, "The LU60 backpack technology allows us to increase the reach of our live transmissions as we can cover events that we can't get to quickly with OB vans. Our ENG teams are also able to transmit as soon as they get to the site. LiveU has consistently provided us with good results, in terms of reliability and usability."

ZDF has also tested the technology for use on its digital thematic channel ZDF Kultur with good results. For this project the broadcaster has been testing the LU60 system via LAN/DSL so that it can transmit SDI signals for use on the culture channel.

Zion Eilam, LiveU's Key Accounts Manager based in Germany, said, "This is another key example of a leading European media company deploying LiveU's technology to enhance its news operations. We are pleased that a company of ZDF's stature has recognised the benefits to its viewers, providing fast and reliable access to events. Our local distributor, Neterium GmbH., has played an all-important role on the ground, providing service and support for ZDF's activities throughout Germany".

LiveU's flagship LU60 product is 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.

About ZDF

ZDF (Zweites Deutsches Fernsehen) is Germany's national public television broadcaster. It is an independent non-profit corporation operating under the authority of the Länder, the sixteen states making up the Federal Republic of Germany. Based in Mainz, ZDF operates a unique network of bureaus in all of the Länder capitals, and has major editorial and production capacity in Berlin.

About LiveU

LiveU (www.liveu.tv) is the pioneer of broadcast-quality, video-over-cellular 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 video quality based on the available network conditions. With top-tier customers in 60+ countries across five continents, LiveU's solutions have been used at high-profile events, including the 2011 British Royal Wedding, 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.

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Press Contact:

For LiveU:

Shelley Kapitulik Drazin / Lloyd Trufelman (US)

203-898-1501 / 212-905-6060

shelley@trylonsmr.com / Lloyd@trylonsmr.com

Joss Armitage (Europe)

+44-7979-908-547

joss@jumppr.tv

Sales Contact:

201-742-5228

info@liveu.tv