

LIVEU'S TECHNOLOGY ALLOWS MORE LIVE NEWS FOR LESS MONEY

Ground breaking cellular video uplink service at broadcast quality to revolutionize live coverage and news gathering for broadcast TV and web portals.

Fair Lawn, NJ, April 14, 2008 – LiveU Inc. (www.liveu.tv) today announced the commercial availability of the LU product line: A service that lowers uplink prices while keeping the video at high quality thus allowing broadcasters to increase the number of live events covered from different places. The product line provides a mobile live-video uplink solution that works with any type of video camera, providing reliable video at high quality, immediacy of service, availability and portability, and all at a low price.

The LU product line uses any existing cellular / wireless infrastructure to provide mobile video uplink (up to 2Mbps) as well as hi-capacity file transfer solutions for a wide range of applications, from breaking-news on Broadcast TV, through to hyper-local sporting event coverage on Web Portals.

"After successful completion of in-field beta testing, we're very pleased to be able to bring our product, and vision, to the market." said Samuel Wasserman, CEO, LiveU. "The LU video solution will enable more news, more sports, more entertainment, and more options for live broadcasting without having to spend a fortune on satellite based alternatives, micro-wave or dedicated leased-line installations"

The LU product line has been tested and used by production houses, national and international broadcasting entities, and hi-profile web portals in a wide range of live broadcasts, from "behind-the-scenes" coverage, to parallel transmissions of "Idol" reality shows, to press-conferences of important sports news.

"ONE" (one.co.il), a leading sports portal in Israel, have been using the LU service extensively. "We were amazed at the video quality and ease of use of LiveU's systems," said Udi Milner, CEO, "One Sports Portal". "LiveU's technology allows us to broadcast high-quality video at prices that are entirely in-line with our own business models. Essentially, this system turns us into a real TV channel, capable of broadcasting live events as they happen."

LiveU will showcase the LU solution at NAB 2008 in Las Vegas, on April 14-17 in hall C2, booth C6048.

ABOUT LIVEU

Founded in 2006 by industry leaders in the area of wireless networking, LiveU develops and markets video transmission technologies and services that enable video broadcasters to uplink and transmit live instantly, anywhere, and at anytime. LiveU's services have been deployed successfully by leading TV channels and programs to transmit live sports events, concerts, reality shows and news. Based in Fair Lawn, NJ, LiveU has its R&D center in Kfar Saba, Israel. LiveU is a privately held company, backed by top tier US based and international investors.

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