

# LIVEU'S TRANSMISSION TECHNOLOGY BRINGS LIVE VIDEO BROADCASTS TO THE INTERNET

**LiveU to demonstrate their ground breaking cellular video uplink service at Streaming Media East in New York, May 2008**

**Fair Lawn, NJ, May 19<sup>th</sup>, 2008** – LiveU Inc. ([www.liveu.tv](http://www.liveu.tv)) will be demonstrating cutting edge technology and services that enable high-quality live video broadcasts from anywhere to the Internet at highly affordable prices. Use of LiveU's technology is particularly relevant to Internet portals that may currently be unable to provide live coverage to their audiences due to the relatively high pricing of existing solutions. LiveU's service 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.

"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. This system turns us into a real TV channel, capable of broadcasting live events as they happen."

The LU product line uses any existing cellular/wireless infrastructure to provide a mobile video uplink (up to 2Mbps) as well as hi-capacity file transfer solutions for applications including breaking-news, hyper-local sporting event coverage and others.

## **ABOUT LIVEU**

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. LiveU's services have been deployed successfully by leading Internet portals to transmit live sports events, concerts, reality shows and news.

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