

# **LIVEU PROVIDED MOBILE TRANSMISSION SOLUTION FOR NBC'S COVERAGE OF THE BEIJING OLYMPIC GAMES**

## **LIVEU PRODUCTS ENABLE NBC TO EXTEND LIVE COVERAGE OF THE BEIJING OLYMPICS, AUGUST 8-24, 2008**

**Beijing, China, August 27<sup>th</sup>, 2008** – LiveU has been selected to provide a mobile transmission solution to NBC Universal during NBC's coverage of the 2008 Beijing Olympic Games from Beijing, China August 8-24. The announcement was made today by Dave Mazza, Senior Vice President, NBC Olympics Engineering and Samuel Wasserman, CEO of LiveU.

NBC used LiveU's solution to provide behind the scenes and "man on the street" coverage at the 2008 Beijing Games. LiveU's system 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.

NBC have been field-testing the system over the past few months. "There's great potential for LiveU's technology in enabling live coverage of news from almost anywhere," said David Mazza, "LiveU's system gives us ease of use and tremendous mobility, allowing us to transmit while on the move, and go live from any venue we wish on the spur of the moment".

"We are proud to have participated in NBC's live coverage of the 2008 Olympic Games", said Mr. Samuel Wasserman, "This truly is a landmark event that proves our ability to provide a robust transmission solution over any kind of cellular and other wireless technologies".

While in Beijing, LiveU's products used the recently rolled out Chinese TD-SCDMA infrastructure to provide a mobile live-video uplink solution that connects to any type of video camera, provides reliable video at high quality, immediacy of service, availability and portability, and all at a low price.

LiveU will be demonstrating its solutions at Streaming Media West in the McEnery Convention Center, San Jose, CA, 23<sup>rd</sup> to 25<sup>th</sup> September, booth 425.

## **About NBC Olympics**

NBC, “America’s Olympic Network,” owns the exclusive U.S. media rights to the Olympic Games, television’s most powerful property, through 2012, which includes Beijing in 2008, Vancouver in 2010 and London in 2012. From August 8-24, 2008 NBC Universal will present an unprecedented 3,600 hours of coverage, highlighted by NBC in primetime with live swimming, gymnastics and beach volleyball. In August 2004, 203 million viewers watched as the networks of NBC Universal—NBC, MSNBC, CNBC, USA, Bravo, Telemundo, and NBC’s HD affiliates—offered a then record 1,210 hours of Olympic coverage from Athens. For additional information, go to [NBCOlympics.com](http://NBCOlympics.com). Merging news, results and schedules with extensive video coverage and an unmatched depth of unique story telling content, [NBCOlympics.com](http://NBCOlympics.com) will be the Olympic fan’s hub for every aspect of the 2008 Beijing Games experience—from the most comprehensive TV schedules to learning how to connect to mobile, gaming, VOD and other digital destinations. [NBCOlympics.com](http://NBCOlympics.com) will provide approximately 2,200 hours of live event competition where users can choose from up to 20 concurrent streams encompassing 25 Olympic sports. In addition, the site will offer more than 3,000 hours of on-demand access to full-event replays and extensive highlights, including daily recaps of key events, best-of montages, commentator analysis and athlete-specific clips.

## **ABOUT LIVEU**

Based in Fair Lawn, NJ, LiveU ([www.liveu.tv](http://www.liveu.tv)) 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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