



NEWS RELEASE

LiveU Selected as Solution of Choice to Cover Sri Lankan Presidential Elections

Main public and private broadcasters use LiveU's bonding transmission technology to transmit round-the-clock coverage on Election Day

Hackensack, NJ, February 25th, 2015 – LiveU, the pioneer in IP-based live video services and broadcast solutions for acquisition, management and distribution, announced today that LiveU's LU500 backpacks and LU-Smart mobile apps were used to provide round-the-clock live video coverage during last month's Presidential Election in Sri Lanka. The main Sri Lankan public and private broadcasting companies selected LiveU for Election Day coverage, making LiveU the de-facto standard in portable video transmission solutions in the country. Several broadcasters increased their fleet of units before the elections, having successfully used LiveU's technology for live newsgathering, while others acquired and used their units for the first time during the election.

When local operators started to deploy and offer LTE service in Sri Lanka, LiveU had engineers on the ground making sure units were compatible with local LTE technologies and customers could immediately benefit from the new service. Several broadcasters replaced their old LiveU backpacks for smaller, stronger LU500s and increased their number of units, while others had their units upgraded to support the new technologies.

Mr. Priyal Udugampola of MTV Channel, a long time user of LiveU solutions, said, "With LTE-support and the new smaller LU500 backpack, LiveU was the obvious choice for the elections. Its mobile app for smartphones, LU-Smart, offered an added advantage, enabling us to cover more locations, live, around the country."

Derana TV's Mr. Puritha Wijewickrama, commented, "After testing LiveU with alternative solutions, we picked LiveU because of its reliability and video quality together with the 24/7 support provided by the company and local partner. Our equipment just cleared customs the night before Election Day, but with the local LiveU partner and LiveU's online support, it was up and running and ready to use by morning, a real plug-and-play solution. Using LU-Smart mobile apps combined with the LU500 enabled us to deliver non-stop nationwide live coverage."

Mr. Nilupa T. K. Ranaweera, Head of Engineering at Hiru TV, LiveU's first user in Sri Lanka, added: "We've been using LiveU for many years and have now moved to the LU500 unit, which is integrated with the LiveU Central cloud-based management system, giving us easy control and geo-tracking of all our LiveU systems, feeds, and apps from any location."

Mr. Menashe (Manny) Mukhtar, LiveU's sales executive for the territory, said "LiveU is the industry standard for portable HD video transmission solutions in Sri Lanka, and around the

world. We're proud that the main Sri Lankan broadcasters have chosen LiveU and believe that the recent elections offer an excellent example of how cellular uplink technology can provide 360 degrees election coverage, including walkabouts, press conferences and voting at the polling stations themselves."

Mr. Mukhtar added, "We take as much pride in our warm and strong relations with our customers and partners as we do in the quality of our technology".

LiveU owns the patent for cellular bonding for remote news gathering in the US and other countries. All LiveU products are based on this fourth-generation patented technology.

About LiveU

LiveU is the pioneer in IP-based live video services and solutions for acquisition, management and distribution. LiveU's award-winning technology enables live video transmission from any location around the world with lightweight, easy-to-use equipment. From backpacks to smartphones, and satellite/cellular hybrid to external antenna solutions, LiveU offers a complete range of devices for live video coverage anytime, anywhere. In addition, LiveU offers extensive cloud-based management and video distribution solutions. With top-tier customers in 60+ countries, LiveU's solutions are being utilized for breaking and developing news and high-profile events, such as the FIFA World Cup™, Winter and Summer Olympic Games, Presidential Campaigns, Super Bowls, US Collegiate Championships and red-carpet events. 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. For more information, visit www.liveu.tv, or follow us on Twitter, Facebook, YouTube, or Instagram.

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