



LiveU's Live Video Transmission Technology Wins 2011 Streaming Media European Readers' Choice Award

Paramus, NJ, October 19th, 2011 – [LiveU \(www.liveu.tv\)](http://www.liveu.tv), the pioneer of portable video-over-cellular solutions, is pleased to announce that it has scooped a prestigious 2011 Streaming Media European Readers' Choice Award for both its flagship backpack LU60 video uplink solution and earlier product the LU30.

The Awards – handed out at a ceremony in London during Streaming Media Europe 2011 – were voted for by more than 4,000 readers who cast a total of 14,377 votes across 13 categories. LiveU's technology won the best Mobile Video App or Solution category.

In another significant announcement for the company, Streaming Media also recently published its list of the 100 companies that have the greatest impact on the streaming media industry with LiveU included on that list.

Eric Schumacher-Rasmussen, Streaming Media magazine's Editor, said, "This year's winners reflect the best of online video in 2011. The fact that the winners include both veterans and relative newcomers proves that, not only is online video as strong as ever, but it continues to grow and companies both old and new are innovating at a pace we've never seen before."

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. The technology has been deployed by broadcasters of all sizes around the world for both broadcast and streaming applications, ushering in a new era of live video.

IBC 2011 saw LiveU launch the LU40i handheld live HD video solution for the online media market. Weighing less than 700 grams (1.5 pounds), the LU40i provides a high-quality, simple to use and cost-effective uplink solution for online coverage of events, such as sports, music, advertising, religious and corporate sponsorship.

Ronen Artman, LiveU's VP Marketing, said, "2011 has been a tremendous year for LiveU in terms of product launches, market recognition and awards won. I'd like to take this opportunity to thank all the readers of Streaming Media who voted: it really is an honor to win this."

Last month, LiveU also received TV Technology Europe's 2011 STAR Award for Superior Technology at IBC Amsterdam for its new LU40i video uplink solution.

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 throughput based on the available network conditions. With top-tier customers in 60+ countries across five continents, LiveU's technology has 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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