



NEWS RELEASE

Akakū: Maui Community Television Signs Long-Term Agreement with LiveU for its Video-Over-Cellular Technology

Hackensack, NJ, April 25th, 2013 – [LiveU](http://www.liveu.tv) (www.liveu.tv), the pioneer of portable live video-over-cellular solutions, has signed a long-term agreement with Akakū: Maui Community Television (www.akaku.org) in Maui, Hawaii, to provide its live, video-over-cellular transmission technology to help power the non-profit organization's ability to transmit live from Maui. Akakū's purchase of LiveU's LU70 and LU-Smart Mobile App Solution provides Akakū viewers with live, on-air and online news, meetings and event coverage.

"The cost and time it takes to ship a satellite truck from Honolulu, as well as the varied terrain of our island makes it nearly impossible to broadcast live from events taking place on Maui," said Jay April, Executive Director, Akakū: Maui Community Television.

"LiveU's technology provides us with a dependable, portable solution that allows us to provide broadcast-quality video to our own viewers, to stations on the other Hawaiian Islands, or to a national TV network thousands of miles away seeking a live shot from our island. Now that we can offer pro-grade production and uplink from Maui to LiveU's existing global customer base, we expect to generate revenue for our community broadcast station."

"The success that the Akakū team has had utilizing our solutions is a true testament to the mobility and power of our technology, and in particular, our proprietary internal antenna that allows live video transmission from both strong and weaker cellular signal regions," said Mike Savello, LiveU's VP Sales. "We're looking forward to a long relationship with this organization, and working together to expand their geographic reach to cover events on the islands of Moloka'i and Lana'i. Our mobile app solutions offer even more opportunities for live coverage across the islands."

LiveU's flagship LU70 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.

LiveU's LU-Smart Mobile App Solution brings bonded transmission to mobile phones and tablets (iOS and Android devices), increasing overall bandwidth by combining Wi-Fi and cellular networks to reach optimal video quality. LiveU has recently unveiled its new patent-pending Smart Grip device in a handheld monopod. This device holds a chargeable battery and MiFi channel (or any other mobile hotspot) that is bonded together with the smartphone's internal 3G/4G connection to combine two cellular

connections beyond the smartphone, boosting live video transmission time, quality, reliability and performance.

About Akakū: Maui Community Television

Akakū: Maui Community Television is a non-profit, tax-exempt organization, dedicated to empowering our community's voice through access to media. Akakū cablecasts content created by the community for the community on Oceanic Time Warner Channels 53, 54 and 55 and streams on the internet at www.akaku.org.

About LiveU

LiveU is the pioneer of broadcast-quality, video-over-cellular solutions that allow live video transmission (HD and SD) from any location around the world. With top-tier customers in 60+ countries, LiveU's solutions have been used for breaking news and high-profile events, including the 2012 US Presidential Campaign, London 2012 Olympics, Hurricane Sandy, 2011 British Royal Wedding, GRAMMY Awards®, NBA and Super Bowl. From backpacks to smartphones, LiveU offers a complete range of devices for live video coverage. 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.

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