



## **BT Sport Deploys LiveU Technology To Facilitate Innovative And Engaging Content**

**Hackensack, NJ, 29<sup>th</sup> October, 2013** – LiveU ([www.liveu.tv](http://www.liveu.tv)), the leader in portable live video-over-cellular solutions, has announced that new, premium sports broadcaster BT Sport has selected cellular transmission technology from the company to provide innovative and exciting content to its viewers.

The new sports channels – BT Sport 1 and 2 and ESPN – are available via multiple platforms in the UK. The launch has garnered huge attention in the country, with the broadcaster positioning itself as a real alternative for fans and other viewers in the premium sports coverage arena.

BT Sport has created one of the largest purpose-built sports studios in Europe. Launched on August 1<sup>st</sup>, the channels broadcast a wide-range of live sports and support programming, including 38 Premier League soccer matches as well as Aviva Premiership Rugby, UEFA Europa League matches, and, from 2014, coverage of Moto GP. Additionally it broadcasts a suite of news, debate and entertainment studio-based shows featuring some of the leading names in British sports.

BT Sport has been deploying LiveU's LU70 backpack cellular transmission technology to provide coverage since launch: interviews with fans, press conferences, training ground reports and coverage of lower tier sporting events. The aim is to create a greater engagement with fans, providing an up-close-and-personal sports view. Transmitting from the field using 4G/LTE, 3G or wireless networks, cameramen can connect easily to the backpack and go where traditional OB units can't. The signal is then fed into the production chain via a LU1000 server.

The technology and service package has been supplied by LiveU's UK distributor Garland Partners Ltd., alongside a full service package.

Jamie Hindhaugh, COO, BT Sport, said, "The team at Garland Partners worked with us, getting us up and running with a LiveU cellular uplink to provide additional, live footage. We used this successfully in our launch programme and continue to do so."

Samuel Wasserman, LiveU's CEO, said, "Our technology is ideal for sports coverage, allowing reporters and cameramen to really get under the skin of leading events and the sportspeople taking part. We're seeing increased use of LiveU technology in the sports market worldwide, especially in the UK and the US. The flexibility and cost-effectiveness also means that lower tier sports events can now be given the coverage they deserve, as BT Sport has recognised."

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 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, Japanese Tsunami, GRAMMY Awards® 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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