



NEWS RELEASE

British Eurosport Selects LiveU for Cellular Transmission Technology

Hackensack, NJ, 20th June, 2013 – LiveU (www.liveu.tv), the leader in portable live video-over-cellular solutions, has announced that British Eurosport, part of the major European sports broadcaster Eurosport, has selected LiveU's cellular transmission technology to enhance its broadcasts for British viewers for both small and premium-scale events.

British Eurosport is deploying LiveU's flagship LU70 backpack solution to enhance its local feed, allowing the leading sports broadcaster to intercut a range of UK-specific content – player interviews, practise match coverage, personal moments – with the overall Eurosport feed.

British Eurosport has tested the technology at a wide range of events including: the MCE British Superbikes and World Superbikes; the French Open tennis – where it proved particularly useful, providing material during rain delays; The WTA Madrid tennis and Masters Snooker in the UK. It will also be used to heighten the excitement for British viewers of this year's Tour de France.

Jenny King, British Eurosport's Head of Production, said, "For us a lot of the benefit of this technology is convenience as it means that we don't have to rely on satellite. Often we go to events at quite short notice and booking a truck and a satellite feed is either impossible or very expensive. LiveU's technology provides us with the flexibility to send back our own specific content, giving us the option to operate quickly and economically to enhance our coverage. This provides an improved end product for our viewers."

Samuel Wasserman, LiveU's CEO, said, "British Eurosport is a premium sports broadcaster and we're very pleased that it has recognised the power of our technology. It's clear that British Eurosport is using it at high-profile events, adding regional flavour to provide an improved viewer experience. We look forward to this continuing relationship."

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

LiveU's new LU70 series offers the definitive cellular-based live video uplink solution for global broadcasters with its second-generation proprietary internal and external antenna arrays, offering satellite-like resiliency on-the-move and in heavily crowded locations, up to 1080 HD video and sub-second latency for a satellite-like experience. The LU70 bonds up to 14 3G/4G LTE, WiMAX and Wi-Fi modems simultaneously, supporting the growing range of cellular network bands worldwide.

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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