



Alaska's Coastal Television Selects LiveU to Power its Electronic Newsgathering Operation

Hackensack, NJ, September 20th, 2012 – [LiveU](http://www.liveu.tv) (www.liveu.tv), the pioneer of portable video-over-cellular solutions, has signed a long-term agreement with [Alaska's Coastal Television](http://www.youralaskalink.com) (www.youralaskalink.com) to provide its live, video-over-cellular transmission technology to help power its electronic newsgathering operation. LiveU's LU70 unit is being utilized for on-air and online news and sports coverage.

"Coastal Television has had great success utilizing the LiveU technology across all of our stations – ABC, Fox and CW affiliates," said Scott Centers, Corporate Operating Officer, Coastal Television. "We've really been relying on the unit as a flexible and cost-efficient way for us to cover the Seattle Seahawks, which many consider our 'home team' for Alaska. Through LiveU, we made history by broadcasting the first live shot from Seattle on any television outlet here in the state."

"Coastal Television's use of LiveU is a perfect example of how our units have few geographic limitations to bring live news home to viewers," said Mike Savello, Vice President of Sales, LiveU. "Whether traveling with our highly-portable equipment to cover sports in a large city like Seattle, or covering breaking news from remote areas of Alaska, our proprietary internal antenna array allows live video to be transmitted from both strong signal and weaker signal regions."

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.

About LiveU

LiveU (<http://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 backpack / handheld 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. With top-tier customers in 60+ countries across five continents, LiveU's solutions have been used for breaking news and high-profile events, including the London 2012 Olympics, 2012 US Presidential Campaign, 2011 British Royal Wedding, Hurricane Irene, Japanese Tsunami, Academy Awards®, GRAMMY Awards®, Super Bowl, NBA All Star Weekend, Brazilian Carnival and 2010 World Cup in South Africa.

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