



NEWS RELEASE

LiveU Introduces its DataBridge Solution for Data and Video Connectivity Enabling Seamless Workflow in the Field

Latest offering, integrated across LiveU's product line, meets broadcasters need for high capacity data/Internet applications in any location

2014 NAB Show, Las Vegas, April 1st 2014 – LiveU (www.liveu.tv), the leader in portable live video acquisition, contribution and management solutions, is presenting its new LiveU DataBridge at NAB 2014 giving reporters the ability to edit their content onsite, send back their story to the editorial desk faster and more easily, and facilitate multiple Internet applications as part of a seamless workflow in the field.

With the LiveU DataBridge, LiveU has added powerful new functionality to its broadcast offerings and developed a standalone product for data transfer and Internet usage. For both configurations, LiveU's DataBridge provides aggregated bandwidth for uploading and downloading data.

The first configuration will be demonstrated at NAB 2014 as part of LiveU's new LU500 uplink unit. The 'Data' mode operates seamlessly alongside 'Live Transmission' and 'Store & Forward' via LU500's intuitive GUI. LiveU's DataBridge enables users to download content from the cloud, add other material and then transfer the final edited file back with a simple touch of a button via a fast and reliable uplink. It also enables general Wi-Fi web access for other devices.

Samuel Wasserman, LiveU's CEO, said, "This new development comes directly from the field; we've listened to our customers, and developed what they need to make their job easier and more productive. By integrating this new Data functionality into our product line, we've enabled reporters to create faster and more comprehensive reports. This dramatically cuts down the time needed to file reports, ensuring greater efficiency within news organizations and improving workflow. It adds yet another significant capability to our existing live transmission, and store and forward offerings."

Weighing only 2.2lbs (1kg), the smaller, lighter LU500 includes six-eight internal bonded connections. The LU500 includes LiveU's proprietary antenna modules for greater resiliency and is powered by LiveU's new multi-processor video encoding engine. Available in backpack or camera-mount configurations, the LU500 is integrated with the LiveU Central browser-based management system for easy control and geo-tracking of all LiveU systems, feeds, and apps from anywhere.

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.

LiveU will present its full range of portable uplink solutions at the 2014 NAB Show, April 7-10, at the Las Vegas Convention Center, booth #SU8513. LiveU will also be showing its advanced mobile newsgathering truck in the Outdoor Exhibit area, booth #OE825.

Ken Zamkow, LiveU's Head of Marketing, US and The Americas, will be speaking at the Broadcast Engineering Conference, at 10:30 am on Thursday, April 10, 2014 on "The Evolution of Cellular Bonding" - Wireless Solutions for Ancillary Broadcast Services session.

About LiveU

LiveU (www.liveu.tv) is the leader in portable live video acquisition, contribution and management solutions. LiveU's award-winning technology enables live video transmission (HD and SD) from any location around the world. With top-tier customers in 60+ countries, LiveU's solutions are being used for breaking news and high-profile events, such as the Sochi Winter Olympics, FIFA World Cup™, US Presidential Campaign, London 2012 Olympics, Royal Baby, Hurricane Sandy, Super Bowl and US Collegiate Championships. 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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