



NEWS RELEASE

LiveU Expands Product Portfolio to Include Mobile App and Laptop Bonded Live Video Transmission Solutions

Unveils its LiveU Total™ platform, a unified management platform, supporting multiple workflows via a single server

IBC2012, RAI Amsterdam (Stand No. 14.365), Sept. 4th, 2012 – LiveU (www.liveu.tv), the leader in portable HD video-over-cellular solutions, has expanded its live video portfolio to offer customers a complete, end-to-end transmission solution, adding laptop and mobile apps to its flagship LU70 backpack and handheld LU40 uplink solutions. At the same time, LiveU unveiled LiveU Total™, its unified management platform enabling control rooms to manage multiple video feeds from LiveU units operating in different locations. The LiveU Total platform seamlessly supports the full spectrum of LiveU's product portfolio within a single ecosystem.

Samuel Wasserman, LiveU's CEO, said, "Our extended portfolio reflects the changing way live video is being acquired in the field. Customers now have an even wider range of options for their teams covering breaking news and events, at any time, using multiple devices to transmit video back to the studio. This can range from reporters and producers on news teams using their own smartphones and laptops to professional camera operators on location. All products are based on LiveU's fourth generation high-quality and resilient bonded uplink technology."

Wasserman continued, "Our aim is to enable our customers to deal with live content coming into the control room from different locations, via multiple devices, in the most professional and simple way. Using LiveU's Total platform for a smooth workflow configuration, operators can deliver a more dynamic live video experience to their TV and online viewers".

The LU-Smart Mobile App Solution brings bonded transmission to mobile phones and tablets, increasing overall bandwidth by combining Wi-Fi and cellular networks to reach optimal video quality. For example, operators can combine cellular and Wi-Fi to support connection to an external MiFi, enabling the bonding of two cellular connections in a single smartphone. In this way, users can bond the phones' internal 4G with external 4G for a very fast uplink.

The LU-Lite Solution offers fast, reliable and high-quality cellular-bonded transmission via the laptop, using multiple modems. This solution serves a wide variety of applications and workflows in the field, including live transmission, editing, file transfer and store and forward as well as live interviews using the laptop webcam.

Both LU-Smart and LU-Lite are incorporated into the LiveU ecosystem by the LiveU Total platform.

LiveU's unified platform uses a single server and remote management dashboard to control all the devices from one place via the web. Operators can easily combine different live feeds and switch between field-operated or studio-controlled transmission.

LiveU will be demonstrating its complete range of live video transmission solutions at IBC2012, Connected World, Stand No. 14.365 (Hall 14). The stand will be hosting a live studio, produced by The Next Web and powered by LiveU technology.

LiveU is a finalist in the ConnectedWorld.TV Awards 2012: Technology Breakthrough of the Year and New CDN Networks & Service Delivery Technologies.

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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