



NEWS RELEASE

Qbrick and LiveU Announce Partner Agreement to Offer Powerful Live Video Streaming Solutions

Cooperation agreement brings live HD video from the field to the web for European online video publishers.

IBC2012, RAI Amsterdam, 30th August, 2012 – Qbrick (www.qbrick.com), the leading provider of Web and Mobile TV in Europe, and LiveU (www.liveu.tv), the pioneer of portable video-over-cellular solutions, today announced a new partner agreement to offer a complete, end-to-end live webcasting solution for online video customers. The solution combines LiveU's compact LU40i 3G/4G live video uplink device with Qbrick's OVP (online video platform) and CDN (content distribution network).

The Qbrick/LiveU collaboration started in Scandinavia and is now set to expand throughout Europe. The collaboration opens up new market segments for both Qbrick and LiveU, enabling them to offer a simplified live streaming service to existing and potential new customers in segments such as TV, media and advertising.

Eric Matsgård, CEO of Qbrick, said, "The seamless integration between Qbrick OVP and the LiveU solutions makes it simple to broadcast live and publish to any device. Through our joint offering, customers get a professional-looking live video stream that's stable. It's an easy-to-use solution at a very competitive price. While it's easier than ever to live stream from your phone, setting up a professional looking live video stream at an event is still complicated. We can now solve the video encoding and distribution without the need for expensive encoding hardware at the scene or access to a nearby computer."

Ronen Artman, LiveU's VP Marketing, added, "Qbrick and LiveU's solutions are a perfect fit, enabling streaming media customers to ingest and manage live content simply and effectively across their online sites. We see many opportunities for joint cooperation going forward with our customers coming from the same markets and we're looking forward to explore, together with Qbrick, how live video can further enrich customers' online experience."

The Qbrick CDN and OVP are used by a majority of broadcaster and media companies in Nordics and with sister companies in the TDF Group, offering high-quality, high reliability CDN and OVP services in all European markets.

Based on LiveU's proven cellular bonding technology, the joint solution offers reliable, high-quality and cost-effective video performance from any urban or remote location, directly to the web.

LiveU and Qbrick will be demonstrating their joint solutions at their respective stands at IBC Amsterdam – TDF Stand No. 1.B79 and LiveU Stand No. 14.365 (Connected World).

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

About TDF Group

Working at the very heart of the digital revolution, TDF is developing a multi-format and multi-support terrestrial platform for managing and distributing audio, video and data content to all types of receivers. As a dedicated broadcaster and designer of telecom networks, TDF is positioned at the nexus of the new digital, mobile and multimedia technologies by using all means of transmission: terrestrial, IP, satellite, etc. For years, TDF has been creating innovative solutions, to the point it is now developing tomorrow's communications, channels such as digital cinema, 3D, connected DTT, video on-demand, catch-up television, digital radio, web broadcasting, real-time traffic display and ultra-high speed telecom networks. The singular goal here is to provide our customers and end users with media whenever, wherever, and however they wish.

TDF MEDIA SERVICES

The TDF Media Services companies: **BeBanjo**, Cognacq-Jay Image, **Qbrick** and **SmartJog** provide best-of-breed solutions for the management and delivery of audiovisual content.

TDF Media Services provides state of the art technology for cloud-based online video platform, content delivery network, digital content delivery and channel playout.

Visit www.tdf-group.com for further information.

About Qbrick

[Qbrick](http://www.qbrick.com) is the leading provider of Web and Mobile TV in Europe. The company was established in 1999 and has since then confirmed its position as a provider of turnkey online video solutions for the company's customers which operate mainly within segments such as TV channels, radio stations, media, advertising agencies and production companies as well as major companies, municipalities and government departments. Qbrick has about 90 employees with offices in Stockholm, Gothenburg, Oslo, Copenhagen, Aarhus, Turku, Paris and Madrid. Qbrick is owned by TDF – one of Europe's leading media and telecommunications companies with headquarters in Paris, France.

Visit our press room at www.qbrick.com for further information about Qbrick.

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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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