



## **NEWS RELEASE**

### **LiveU Introduces its Handheld LU40-S Device for Broadcasters at IBC2012**

*Latest version of LU40 product series includes LiveU's powerful proprietary internal antenna, low latency, store and forward, file transfer capabilities and under one minute boot-up time*

**IBC2012, RAI Amsterdam (Stand No. 14.365), Sept. 5<sup>th</sup>, 2012** – LiveU ([www.liveu.tv](http://www.liveu.tv)), the leader in portable HD video-over-cellular solutions, will showcase its compact, lightweight LU40-S uplink device for broadcast media at IBC2012, incorporating LiveU's proprietary internal antenna for additional resiliency in areas of poor cellular coverage. The LU40-S offers rich new features and capabilities for live newsgathering, including: low latency for interview-mode; local storage store and forward; file transfer (FTP); video and audio indicators; under one minute boot-up time; and the ability to control the unit from its touch screen, the server or from any web enabled device.

LiveU's proprietary internal antenna provides stronger connectivity. The antennas and modems support a large number of cellular and Wi-Fi frequencies including 4G LTE, ensuring enhanced signal performance with long-range reception and increased uplink capability.

The LU40-S, the latest addition to the LU40 product family, joins the LU40i which was launched at last year's IBC2011.

Greg DeBrosse, Assistant News Director, ABC57, said, "We're using the LU40 every day as a live station. Our reporters take it out in the field and go live from it. For example, covering a recent march, one of them went live at the start at six and then moved to the end for seven. In the live truck world, that would have taken two trucks."

DeBrosse continued, "The best part for me is that my staff loves it. Everyone wants to use it because of its simplicity. It's set to be the ultimate breaking news tool, especially in cities and other areas with strong cell coverage."

The LU40-S can also be connected to LiveU's recently announced external antenna, to provide increased network reception for extreme scenarios, such as heavily crowded locations. With built-in support for the remote external antenna, the LU40-S handheld device can support up to 13 network connections.

Samuel Wasserman, LiveU's CEO, said, "We're continuing to drive technological innovation in the cellular transmission space and the handheld LU40-S device with our powerful antenna is an important milestone. Complementing our professional-grade LU70 backpack for mission-critical coverage, the LU40-S enables news teams to transmit live pictures first on the scene using a highly robust, portable and cost-effective uplink device. Thousands of LiveU units are being used every day to cover the world's top news stories and events."

Based on LiveU's proven bonded uplink technology, the LU40 offers reliable HD live video transmission in a highly compact mobile device, weighing less than 700 grams (1.5 pounds). The device is small enough to clip on the camera operator's belt or be mounted on the camera itself.

For online media, the LU40i version has been enhanced to support major CDNs (content delivery networks) and OVPs (online video platforms), creating an end-to-end live video solution.

Wasserman added, "Through our integration with CDN and OVP partners, we see huge potential for LU40i, extending our reach into the online media market and offering customers a one-stop-shop for live video acquisition, transmission and delivery."

***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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