



## **LiveU Wins Streaming Media European Readers' Choice Award for the Second Year in a Row**

**Hackensack, NJ, 18<sup>th</sup> October, 2012**– [LiveU](http://www.liveu.tv) ([www.liveu.tv](http://www.liveu.tv)), the pioneer of portable video-over-cellular solutions, is pleased to announce that it has won a prestigious 2012 Streaming Media European Readers' Choice Award for its LU70 professional-grade mobile uplink unit.

More than 14,000 reader votes were cast across 15 categories with the Awards handed out at a ceremony in London during Streaming Media Europe 2012 – LiveU's technology won the best Mobile Video App or Solution category.

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.

The last year has seen significant product announcements from LiveU including the LU40 family of handheld, lightweight uplink devices and new mobile app and laptop solutions. The compact LU40 device, weighing less than 700 grammes, includes LiveU's proprietary antenna for greater resiliency, low latency for interview-mode, local storage store and forward, and file transfer (FTP). 2012 has also seen the launch of LiveU's external antenna array for extra-strong resiliency in extreme scenarios, such as heavily crowded locations.

Eric Schumacher-Rasmussen, Streaming Media magazine's Editor, said, "Each year, the Streaming Media European Readers' Choice Awards reveal which companies and products are most valued and admired by the people who are responsible for the technical and business execution of online video. By looking at this year's winners compared to those in previous years, we get a clear sense of how our industry is growing and changing, as witnessed by the number of new names alongside the more familiar ones."

Ronen Artman, LiveU's VP Marketing, said, "I'd like to take this opportunity to thank all the readers of Streaming Media who voted: it really is an honour to win this. LiveU continues to develop innovative and exciting products, as well as developing and expanding its service proposition, so that media companies of all shapes and sizes will be able to have access to the level of product and service that is right for them."

LiveU has also been included in Streaming Media's list of 100 companies that matter most in online video in 2012.

### **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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