



NEWS RELEASE

Hitachi and LiveU Announce Strategic Technology Partnership

Hackensack, NJ, March 19th, 2013 – Hitachi and LiveU (www.liveu.tv), the leader in portable live video-over-cellular solutions, are announcing a new collaboration to deliver an integrated professional live camera incorporating LiveU's LU40 compact video uplink device into Hitachi's professional video cameras, enabling camera operators to view and manage LiveU's transmission status and video quality in real-time.

Sean Moran, VP of Sales & Marketing for Hitachi Kokusai Electric America, said, "We are very excited by LiveU's uplink technology not only for broadcast applications but also for other market segments. This is only the beginning of our collaboration; we're committed to building a strong integration between our two solutions to offer global customers the ultimate live video camera."

Samuel Wasserman, LiveU's CEO, said, "The Hitachi collaboration is an important step in LiveU's global strategy to offer live capabilities to professional camera operators and simplify the workflow in the field. Our development teams are working closely together to build a unique solution serving many different markets."

Hitachi's line of high image quality Broadcast and Professional HDTV cameras have a 50-year heritage that is well known in the Americas. Not only do they offer one of the best R.O.I.'s in the industry but are backed by a well-known global and trusted brand name, HITACHI, one of Japan's most financially stable companies. All currently manufactured models of Hitachi HDTV cameras can be used with the LiveU LU40 as a peripheral unit mounted to the rear of the camera.

LiveU's handheld LU40 device offers a highly robust and cost-effective HD video uplink solution for broadcasters and online media. Weighing less than 25oz (700g), the LU40-S comes with an easy-to-use touchscreen interface. The device includes LiveU's proprietary internal antenna for stronger connectivity and new live newsgathering features such as: low latency for interview-mode; Store & Forward; file transfer (FTP); video and audio indicators; and under one minute boot-up time.

LiveU owns the patent for cellular bonding in the US and other countries. The LU40, together with all LiveU products, are based on this patented technology.

LiveU will be presenting its full range of live video uplink solutions at the 2013 NAB Show®, April 8-11, at the Las Vegas Convention Center, booth #SU5511.

Ken Zamkow, LiveU's Director of Sales and Marketing, will be speaking at the Broadcast Engineering Conference, at 10:00 am on Thursday, April 11, 2013 on "From Super Bowl to Varsity: Live Sports Coverage Using Cellular Bonding Technology" - IP for Television session".

About Hitachi

Hitachi Kokusai Electric America, Ltd. designs, manufacturers and markets video cameras, digital transmission, processing and recording devices for the broadcast television, cable, video production, and industrial vision markets. For more information, please call (516) 921-7200 or visit Hitachi's web site at <http://www.hitachikokusai.us>. Hitachi Kokusai Electric, Inc. (TSE, OSE: 6756), is a Hitachi, Ltd. (NYSE: HIT) group company.

About LiveU

LiveU is the pioneer of broadcast-quality, video-over-cellular solutions that allow live video transmission (HD and SD) from any location around the world. With top-tier customers in 60+ countries, LiveU's solutions have been used for breaking news and high-profile events, including the 2012 US Presidential Campaign, London 2012 Olympics, Hurricane Sandy, 2011 British Royal Wedding, Japanese Tsunami, GRAMMY Awards® and Super Bowl. 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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