



## **NEWS RELEASE**

### **LiveU Announces Seamless Integration with NewTek TriCaster**

*Integrated solution allows customers to stream live video from LiveU's portable units to the TriCaster multi-camera live production system*

**IBC2013, RAI Amsterdam, Sept. 11<sup>th</sup>, 2013** – LiveU ([www.liveu.tv](http://www.liveu.tv)), the leader in portable live video-over-cellular solutions, today announced the release of LiveU Link, a software-based solution allowing seamless integration between LiveU's portable uplink units and the TriCaster multi-camera live production system. With this integration, LiveU becomes a member of the NewTek Developer Network.

Customers can connect their LiveU device and stream live video from the unit to LiveU's proprietary server, which automatically pushes the stream to a selected TriCaster producer with pre-configured settings.

"This is terrific news for users seeking an effortless way to stream live content," said Ronen Artman, VP of Marketing at LiveU. "We are seeing growing demand for a streamlined flow of live video between LiveU and the TriCaster. The combination of LiveU and TriCaster provides the optimal solution for broadcasters and content producers in the online media industry, enabling them to offer seamless live broadcast from the field in one integrated solution."

LiveU developed and patented the technology for cellular bonding for remote news gathering in the US and other countries. LiveU's product portfolio ranges from backpacks and camera-mounted units to external antennas, hybrid vehicle solutions, computer bonding software, and smartphone apps.

"Having LiveU join the NewTek Developer Network establishes a significant addition to the extensive ecosystem of companies that provide benefits to TriCaster customers" said Michael Kornet, Executive Vice President of Business Development at NewTek. "Delivering content in a seamless way from a remote location to a TriCaster is a workflow that opens up all kinds of possibilities for our customers."

The World Economic Forum has just recognized LiveU as a Technology Pioneer 2014. Consisting of 36 companies, the winners comprise what the World Economic Forum has selected as the world's most innovative technology start-ups. LiveU has also been named one of the 2013 finalists in the 6th annual Mobile Excellence Awards in the Best Technology Breakthrough category for its smartphone technology. LiveU developed and patented the technology for cellular bonding for remote news gathering in the US and other countries.

***LiveU is presenting its full range of live video uplink solutions at IBC2013, RAI Amsterdam, Sept. 13-17 (Stands 3.A63 + 3.A68). LiveU has been nominated for two IBC Connected World.TV Awards for the Innovation Award and for the Best Delivery Technology of the Year (Services).***

**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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