



IMG Media Deploys LiveU's LU60 Live Video Solution for Golfing World

Paramus, NJ, November 14th, 2011 – [LiveU \(www.liveu.tv\)](http://www.liveu.tv), the pioneer of portable video-over-cellular solutions, has announced that Golfing World, an IMG Media TV and online content provider, is using LiveU's flagship LU60 live video transmission solution to enhance its streaming output for golf fans around the world.

In addition to its five-days-per-week TV magazine show, Golfing World recently revamped and re-launched its online proposition. A daily, ten-minute magazine show is produced and streamed around the world.

David Salmon, Assistant Producer, said, "LiveU's cellular backpack technology provides the ability to access events effectively and in good video quality without the substantial costs associated with traditional methods. You only have to look at the growth of online video – and the increase in quality – to see how important it is to service that medium. We're happy with this live video technology, the way it works and the service provided."

LiveU's LU60 backpack is being deployed to bring the wider world of golf to screens globally using aggregated wireless networks for content acquisition. This includes player interviews, coverage of golf master classes and demonstrations of new technologies from manufacturers. Golfing World is taking advantage of the technology's roaming capabilities, allowing easy international reach.

LiveU's flagship LU60 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.

Ronen Artman, LiveU's VP Marketing, said, "The world of video is rapidly changing, both in terms of acquisition and consumer access. LiveU's technology is servicing this and other evolving markets by allowing the capture of events that would otherwise remain out of reach. Our ability to transmit resilient HD video from a wide variety of outdoor scenarios, such as airplanes, crowded stadiums and moving vehicles, is particularly valuable for sports coverage and we're excited by IMG's adoption of LiveU technology."

The service and equipment has been provided by LiveU's UK distributor Garland Partners Ltd.

About IMG

IMG Worldwide (www.imgworld.com) is a global sports, fashion and media business, with nearly 3,000 employees operating in 30 countries around the globe. IMG Media is the world's largest

independent producer and distributor of sports programming. Founded in 1960 with a handshake between Mark McCormack and golf legend Arnold Palmer, IMG has grown into a global operation. In 2004, renowned entrepreneurial pioneer Ted Forstmann acquired the company and infused it with renewed energy, creativity, and strategic direction.

About LiveU

LiveU (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 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 at high-profile events, including the 2011 British Royal Wedding, Academy Awards®, GRAMMY Awards®, Super Bowl, Brazilian Carnival, World Cup in South Africa, 2008 Beijing Olympic Games, and President Obama's inaugural train ride from Philadelphia to D.C.

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