



LiveU Becomes a Central Part of India's Newsgathering Scene, Used by Top Broadcasters & News Agencies

LiveU has become the de-facto standard for cellular-based live video transmission with a high number of LU60 mobile uplink units deployed throughout India

Convergence India, New Delhi (Hall 10, Booth K70), March 21st, 2012 – LiveU

(www.liveu.tv), the pioneer of portable video-over-cellular solutions, today announced that its flagship LU60 video uplink solution is used by leading broadcasters and news agencies in India, such as Times Television Network (Times Now, ET Now).

LiveU's LU60 mobile backpacks are in operation throughout India, transmitting live coverage of breaking news and high-profile events, including the recent New Delhi bombings, sports events such as the 2011 Cricket World Cup and election campaigns. The local networks and news agencies also service international media based in India, enabling foreign correspondents to broadcast live back to their worldwide newsrooms as soon as incidents occur.

Indian networks also use LiveU technology outside India taking their units abroad to cover news like recent events in the Maldives. They benefit from LiveU's international network as well, using local units to cover relevant events for their domestic audience, such as the 'Salute to India' Parade in New York City, the World Economic Forum in Davos or Indian Cricket matches in Australia.

Times Television Network's Mr. Rajat Nigam, Sr. Vice President, Technical & Broadcasting Operations, says, "We're increasingly using LiveU to cover news and other events across continents both within India and abroad. Thanks to LiveU's portability, we don't have any limitations getting to the scene quickly – all we need is a cameraman and a backpack. This has enabled us to gather news footage from different parts of globe in a most cost-optimum manner. We find it effective to use LiveU units which are supported by a proactive and efficient response time from LiveU partners across territories; we have been enriching the content by acquiring the same from international territories like Davos, New York, and Australia. I am sure with the 3G medium getting stronger in days to come, use of solutions like LiveU will become more popular than the traditional mode of video feed transportation."

LiveU's LU60 mobile uplink unit offers highly resilient HD live video quality with sub-second delay, providing sustained live video transmission in a range of scenarios, such as on-the-move, dense urban areas, remote locations and extreme weather conditions.

Local 24/7 support and service is provided by LiveU's Indian distributor, LAMHAS Satellite Systems, which has been working in India's broadcast industry for many years.

Menashe Mukhtar, LiveU's Sales Director for APAC, said, "India is becoming an increasingly important market for LiveU, with cellular-based technology offering an excellent cost-performance ratio compared to traditional satellite truck. We're very encouraged by the take-up

of LiveU technology which has gone hand-in-hand with the rapid growth of India's cellular industry".

Together with Lamhas, LiveU is presenting its enhanced product range at the Convergence India Show in New Delhi, March 21-24 (Hall 10, Booth K70).

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 for breaking news and high-profile events, including the 2012 US Presidential Campaign, 2011 British Royal Wedding, Japanese Tsunami, Singapore elections, Korean elections, G8 in Hawaii, Davos Economic World Forum, 2012 Academy Awards®, Brazilian Carnival, 2012 World Cup in South Africa, and 2008 Beijing Olympic Games.

About LAMHAS Satellite Systems

LAMHAS (www.lamhas.com) was conceived with a promise to make India a leading competitor in the digital age and in the years that have followed its initiation, the company is well on its way to fulfill the promise made to the Indian masses. In a short span of time LAMHAS has become a premier satellite service provider which has enhanced the digital connectivity and increased the information flow within India. Its head office is located at the International InfoTech Park in Vashi, Navi Mumbai, with its branch office located in New Delhi.

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