



NEWS RELEASE

LiveU's Handheld LU40i Device Makes High-Profile Debut

Compact 3G/4G LTE video uplink solution covers Super Bowl XLVI, GRAMMYs, NBA All-Star Weekend, CES, and SXSW Music and Interactive show

Hackensack, NJ, April 11th, 2012 – LiveU, the leader in portable video-over-cellular solutions, announced today that its new ground-breaking handheld LU40i device successfully transmitted live video from some of the highest-profile sports, music, and tech events around the US in early 2012.

The New York Football Giants used the LU40i to stream behind-the-scenes coverage of the excitement at Lucas Oil Stadium on Super Bowl XLVI Media Day, bringing the action live to fans at home via Giants.com.

“With LiveU technology, our fans get the kind of direct access to the team that they won’t find anywhere else,” said Nilay Shah, the NY Giants’ Director of Digital Media. “Inside our Locker Room, on the field before games, on the road, and even on the Super Bowl victory parade floats, we have been able to bring exclusive content to our fans in real time.”

Small enough to clip on the camera operator’s belt or be mounted on the camera itself, weighing under 1.5 pounds, and powerful enough to bond up to six 3G and 4G connections for professional HD-quality video uplink, the easy-to-use LU40i enabled the production of unprecedented programming for online viewers.

According to Ken Zamkow, LiveU’s Director of Sales and Marketing, the LU40i’s combination of excellent performance, size, ease-of-use, and cost-effective pricing makes the technology an attractive opportunity for a variety of organizations that traditionally did not produce their own live video.

“The super-portable LU40i creates live video content opportunities that didn’t exist before.” said Zamkow “If your organization has viewers, fans, consumers, customers, employees, partners or any other kind of stakeholder with whom you wish to communicate, the LU40i can be a game-changer for you.”

LiveU’s LU40i also successfully provided extensive coverage of the NBA All-Star Weekend, the 54th GRAMMY Awards events, the 2012 Consumer Electronics Show (CES), and the SXSW Music and Interactive Festival.

LiveU will present its complete range of portable uplink solutions at the 2012 NAB Show, April 16-19, at the Las Vegas Convention Center, booth #SU9119.

LU40i specifications are available on the product page at: <http://www.liveu.tv/LU40i.html>

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 2012 US Presidential Campaign, 2011 British Royal Wedding, Hurricane Irene, Academy Awards®, GRAMMY Awards®, Super Bowl, NBA All Star Weekend, Brazilian Carnival, 2010 World Cup in South Africa and 2008 Beijing Olympic Games.

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