



NEWS RELEASE

LiveU Introduces Professional-Grade Lightweight LU500 Solution Driven by Powerful Video Encoding Engine

Small unit can be camera-mounted or carried in a compact and comfortable backpack

IBC2013, RAI Amsterdam, September 9th, 2013 – LiveU (www.liveu.tv), the leader in portable live video-over-cellular solutions, today introduced its LU500 professional-grade uplink solution in a small lightweight form-factor, powered by LiveU's new multi-processor video encoding engine and fourth-generation patented bonding algorithms. The LU500, with its proprietary internal antenna, optimizes available bandwidth to deliver broadcast-quality live HD video transmission for compelling 24/7 news and events coverage on-the-move and in fixed locations. The LU500 joins LiveU's existing product series, including the industry-standard LU70 professional backpack.

The LU500, weighing around 1 kg (2.2 lbs), offers the ultimate combination of high-performance and small size with an end-to-end boot-up time of less than one minute. The unit supports Anton Bauer, V-Lock, PAG, and LiveU's internal swappable batteries and offers advanced remote control functions via the LiveU Central management platform.

LiveU's powerful core video encoding technology with its embedded video and audio media compression processors is the foundation for higher video performance, increased resiliency and cost-optimized live video transmission.

The LU500 is the latest product solution within LiveU Connect, LiveU's single multi-layered live video ecosystem, which includes: front-end field acquisition cellular bonding products; back-end servers; and the LiveU Central management platform that allows full configuration, control and monitoring of the entire ecosystem and content via any browser-supported device.

Samuel Wasserman, LiveU's CEO, said, "LiveU's renowned video quality and resiliency has reached yet another level with this latest technological advancement. We're excited to come to the market with this professional live HD content gathering tool, meeting the requirements of reporters and photographers in the field, and engineers in the studio."

LU500, with the new multi-media processors, offers up to ten bonded connections plus WiFi and two LAN connections. The unit can be connected to the LiveU Xtender external antenna for extra-resiliency in challenging conditions, and connected to satellite equipment to create a

hybrid cellular/satellite solution for guaranteed bandwidth in remote areas. The LU500 can also support additional optional modems via external USB ports.

LiveU's full product portfolio ranges from backpacks and camera-mounted units to external antennas, hybrid vehicle solutions, computer bonding software, and smartphone apps.

Wasserman continued, "A truly disruptive technology not only changes the way that people think but also the way they operate. This is what LiveU's cellular bonding technology is recognized for in the broadcast and online media industries, and wider technological community. Our aim is to deliver far-reaching solutions for a wide spectrum of users, ranging from established international broadcasters to citizen journalists."

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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