



NEWS RELEASE

LiveU Introduces LU70 Mobile Uplink Unit with Second-Generation Proprietary Antenna Array for Extra-Strong Resiliency

New features include One-Touch-Live for immediate operation in the field with automatic adjustment of video resolutions and Multi-Point Distribution of live content

NAB Show 2012, Las Vegas, April 13th, 2012 – LiveU (www.liveu.tv), the leader in portable video-over-cellular solutions, will unveil its new professional-grade LU70 uplink solution with its second-generation internal and new external antenna arrays at the 2012 NAB Show in Las Vegas. The LU70 includes: One-Touch-Live (LiveU OTL™) mode with automatic adjustment of video resolutions for fast and easy live video transmission at the touch of a button and point to multi-point distribution, whereby a single device can broadcast live to multiple, varied destinations concurrently.

LiveU's proprietary RF technology supports the growing range of 3G/4G LTE cellular network bands worldwide, providing extra-strong resiliency in areas with poor cellular coverage. The internal antennas support a larger number of frequencies, ensuring enhanced signal performance with long-range reception and increased uplink capability. The new external antenna array provides additional resiliency for extreme scenarios, such as heavily crowded locations. Boosted by its remotely-located antennas, the LU70 supports up to 14 cellular links simultaneously. The unit can automatically swap between internal and external antennas as needed, according to the network conditions.

At NAB, LiveU will showcase the first ever mobile newsgathering (MNG) vehicle with external antenna mounted on its roof, in conjunction with Washington D.C.'s leading local TV station, WUSA 9 (Channel 9), part of Gannett, Inc., an internationally diverse news and information company.

Victor Murphy, Director of Technology at WUSA 9, said, "We're proud to be the trailblazer of this mobile newsgathering technology. The MNG vehicle offers us wider opportunities for covering breaking news and major events around the US, with satellite-like reliability. With the new antennas, we can depend on cellular-based transmission for primary news and events, such as major sports competitions, with much faster set-up time and lower overheads than traditional SNG trucks."

Other new features include: increased throughput, over 10 Mbps for even better video quality; and an instant Wi-Fi access point, providing wireless connectivity over Wi-Fi for areas with limited network connections. The LU70 hardware will also be able to fully power LiveU's forthcoming H.265 codec implementation.

Samuel Wasserman, LiveU's CEO, said, "LiveU backpacks have become part of mainstream newsgathering equipment, with broadcasters worldwide depending on cellular-based technology for breaking news and major events coverage. This is largely due to LiveU's proprietary antenna array, which has received widespread industry recognition for its proven resiliency in heavily built-up areas and on-the-move operation, together with its sub-second latency. With One-Touch-Live and the other enhancements, the LU70 comes extremely close to offering satellite performance, with far greater flexibility."

LiveU will present its full range of portable uplink solutions at the 2012 NAB Show, April 16-19, at the Las Vegas Convention Center, booth #SU9119. The external antenna will be demonstrated on WUSA 9's mobile newsgathering car at LiveU's booth.

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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Press Contact:

For LiveU:

Shelley Kapitulik Drazin / Lloyd Trufelman (US)

203-898-1501 / 212-905-6060

shelley@trylonsmr.com / Lloyd@trylonsmr.com

Joss Armitage (Europe)

+44-7979-908-547

joss@jumppr.tv

Sales Contact:

201-742-5228

info_us@liveu.tv