



NEWS RELEASE

Leading German Newspaper Süddeutsche Zeitung Turns To LiveU For High Quality Video Transmission

Hackensack, NJ, 14th January 2014 – LiveU (www.liveu.tv), the leader in portable live video acquisition, contribution and management solutions, has announced that Germany's largest national subscription daily newspaper, Süddeutsche Zeitung (www.sueddeutsche.de), has deployed LiveU's technology to provide significantly enhanced coverage of the Frankfurt Book Fair on its website.

Video dominates today's online news coverage and newspaper publishers recognise the need to respond to the demand, not only for speed of delivery but also quality and relevance to their readers. Süddeutsche Zeitung selected LiveU to deploy multiple technologies: the company's belt-clip uplink unit (LU40-S) and also smartphone and tablet cellular bonding apps.

The newspaper used the technology during the renowned Frankfurt Book Fair, streaming two live sessions. The first was with four SIM cards (2x 3G, 2x 4G) and WiFi. The second stream was with SIM cards only. Both streams offered a continuous 3.6 Mbit/s, with only small fluctuations. Book authors were interviewed during the event with the content then carried on Süddeutsche Zeitung's online portal. The successful implementation was carried out in conjunction with Streamlabs and LiveU's German partner Netorium.

Zion Eilam, LiveU's Head of Business Operations Europe, said, "Online readers increasingly expect immediate access to live coverage of breaking news. Video is a key tool in the battle for readership, bringing the news to life and enhancing the overall online experience. We're very pleased that our technology continues to be recognised for its strength in this field."

Süddeutsche Zeitung joins other newspapers that have selected LiveU technology including Hamburger Abendblatt in Germany and VG in Norway. Users are able to take advantage of tight integration with leading CDNs. El Pais in Spain has deployed LiveU for video services as has the Telegraph Media Group in the UK. German broadcasters are also highly active users of LiveU's LU40s.

LiveU owns the patent for cellular bonding for remote news gathering in the US and other countries. All LiveU products are based on this fourth-generation patented technology.

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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