



Leading Spanish Media including El Pais Turns to LIVE Audiovisual for LiveU's Video-over-Cellular Solutions

LiveU technology used by leading Spanish newspapers including El Pais for online video

Hackensack, NJ, 7th March 2013 – LiveU (www.liveu.tv), the leader in portable live video-over-cellular solutions, has announced that Spanish audio visual services company LIVE Audiovisual, has been selected by key Spanish national media – including El Pais – to supply video services based on LiveU's live video uplink technology. Video is now an essential and popular part of national media's online coverage with stories receiving a huge hit rate.

LIVE Audiovisual, which was formed in 2012 by three highly experienced broadcast professionals, has been supplying El Pais with video coverage using LiveU's LU60 mobile backpack over 3G and Wi-Fi. Diego de la Serna, CEO and co-founder, said, "We have used the technology for all kinds of events – at mass demonstrations, concerts, funerals, meetings and at sports events. It's vital for our business. Practically every day the service that we offer our clients depends on LiveU technology for its success."

As well as El Pais, LIVE Audiovisual also uses LiveU technology for work with Group VOCENTO (ABC newspaper) and the ZETA Group (El Periódico). It has also provided coverage of events at the Racecourse de la Zarzuela in Madrid as well as for the non-profit corporate organisation ONCE.

LIVE Audiovisual uses both store & forward and live transmission capabilities, highlighting the former as being a key reason for selecting LiveU. As well as providing significant economic advantages in the field, it has also allowed the company to change the way that it shoots, no longer recording with a view to producing finished video items, but in order to transmit either live or with a short delay.

De la Serna added, "The survival of newspapers depends on the Internet. What they need to offer is a powerful multimedia platform as a gateway to all sorts of unique, interactive content for the public and this has to be accessible on all types of digital hardware."

The solution and support has been supplied to LIVE Audiovisual by Park7, LiveU's Spanish distributor.

David Yakov, LiveU's VP Sales, said, "LiveU is recognised as the de-facto standard for live mobile video transmission for TV networks. In the newspaper world, where the Internet is now core to every business model, LiveU is an enabler for delivering live video content to web sites, greatly enriching their customers' online viewing experience. Companies such as Live! Audiovisual are leading the innovation in this market."

LiveU's flagship LU70/LU60 product is the industry's leading, bonded 3G/4G LTE backpack with proprietary RF technology for superior resiliency, up to 1080 HD video and sub-second latency for a satellite-like experience.

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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