



NEWS RELEASE

LiveU's Technology Provides Winning Start to Sporting Year at the Sochi 2014 Winter Olympics

Hackensack, NJ, March 3rd, 2014 – LiveU (www.liveu.tv), the leader in portable live video acquisition, contribution and management solutions, has announced that the company's products have achieved excellent results at the Sochi 2014 Winter Olympics with the new LU500 providing exceptionally high performance. Dozens of LiveU units were deployed by broadcasters and news agencies from around the world at any one time, supported by LiveU's dedicated on-site team. The units transmitted over 500 hours using approximately 0.5TB of data.

LiveU's backpack and camera-mounted products were used to provide exciting live coverage of indoor and outdoor events, such as the Alpine skiing slalom, figure skating, ice hockey and curling competitions, as well as interviews with the athletes themselves. As James Bracey, host of SportsNight on Sky News Australia said, "Forget satellite. Working for a 24-hour news channel, LiveU is perfect for high-quality, live crosses and lots of them."

LiveU's new high-performance LU500 unit, weighing around 1 kg (2.2 lbs), received special attention. Camerawoman Rachel Price tweeted about the LU500 at Sochi, "The kit we are broadcasting with on @BBC News – an amazing 7000kbps...Fits on the back of the camera ...getting incredible results." Price's LU500 was fitted with four 4G Sims and four 3G Sims accessing four networks.

In a year of major sport events, LiveU will not only support the Winter Olympics but the 2014 FIFA World Cup™ in Brazil, Premier League football in the UK and numerous US Collegiate Championships. At the World Cup, LiveU will support hundreds of networks, stations, and online media from over 30 participating countries. LiveU and its partners will offer the full suite of solutions, as well as onsite, and dedicated, support options in the 12 host cities.

Samuel Wasserman, LiveU's CEO, said, "We are proud of the quality of coverage that our customers achieved at the Sochi 2014 Winter Olympics, especially with the new LU500. This follows our recent success at Super Bowl XLVIII and shows how we have continued to push the technology boundaries so that broadcasters can work in new and innovative ways. A tremendously exciting year of sport still lies ahead of us and that excitement will be brought to screens around the world by LiveU."

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 (www.liveu.tv) is the leader in portable live video acquisition, contribution and management solutions. LiveU's award-winning technology enables live video transmission (HD and SD) from any location around the world. With top-tier customers in 60+ countries, LiveU's solutions are being used for breaking news and high-profile events, such as the Sochi Winter Olympics, FIFA World Cup™, US Presidential Campaign, London 2012 Olympics, Royal Baby, Hurricane Sandy, Super Bowl and US Collegiate Championships. 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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