



REINVENTING LIVE FOR SPORTS

The sports industry has been an early adopter of "live" for many years, but the ability to cover live events comes at a price — in cost, time, and resources. Now that live video has exploded on digital media, we're seeing sports broadcasters, production companies, and organizations looking for cost-effective solutions to produce sporting events of all shapes and sizes, or supplement their coverage with live content. The ultimate goal is to create buzz and interest, and to increase fan engagement, brand awareness, corporate sponsorships, ticket sales, and even merchandising.

But we all know how challenging it can be to affordably produce live events from a sports venue or an outdoor facility. That's where LiveU comes into play.

LiveU offers the best quality live video coverage of sporting events for TV, online and social media. LiveU technology dramatically increases productivity, reduces operational costs, and maintains high-quality, reliable video.

WIRELESS AT-HOME PRODUCTION

Cover more events at lower costs

LiveU's wireless At-Home Production solution allows sports production teams to cover more events with simplified logistics and at a greatly reduced cost when compared to traditional remote broadcasts.

- ▶ The solution generates significant cost savings, enabling wireless remote production with no LAN or SDI cables needed onsite
- ▶ Leveraging the solution, broadcasters can deliver reliable HD quality video with extremely low delay and automatic multi-camera sync

DIRECT TO AIR AND ONLINE

LiveU enables users to acquire content from anywhere and live stream directly to multiple online and broadcast destinations:

- ▶ Social media destinations, online destinations or campus digital networks
- ▶ Share content with other teams, conference broadcast networks, regional sports networks and local television stations
- ▶ Leverage editing resources at home, no need to send equipment/people on site.



CAPTIVATE YOUR FAN BASE WORLDWIDE

Go way beyond the home game to drive ticket sales, merchandise sales and more, year-round.

- ▶ Follow the teams on the road
- ▶ Interactive shows on social media
- ▶ Press conferences and player interviews
- ▶ Extended season and practice coverage
- ▶ Add remote video sources to the in-game production
- ▶ Special events throughout the year □ beyond the season



Here are the products and solutions that make this possible

LU600 4K HEVC

The ultimate video performance

LiveU's industry-leading LU600 4K HEVC technology enables broadcasters and sports organizations to transmit and produce compelling live sports content, from the game itself to everything around it, such as sideline interviews, press conferences, practices, off the field activities, and more.

The LU600 offers up to 20Mbps bitrate with extreme bandwidth efficiency and one of the smallest footprints for bonded cellular, making it a valuable solution for venues where connectivity is limited or non-existent. The solution combines the leading broadcast-grade hardware HEVC encoder with the most robust bonding device in the market.

LiveU's LU600 product suite includes an advanced 4K HEVC SDI solution, facilitating professional HD and 4Kp50/60 streaming for the highest quality sports broadcasting from anywhere in the world.

Optimized Roaming Solution

Easily capture home & away games

The LU600 HEVC includes a fully integrated hybrid roaming solution for hassle-free local and global sports operation. With its dual-SIM modem configured with roaming SIMs, every LU600 can be a local and global unit without needing to replace or obtain local SIMs in over 150 countries worldwide. The LiveU units are ready to roam instantly.

Live stream at a fraction of the cost of satellite trucks □ using a small, easy-to-use and flexible mobile unit.

With LiveU's lightweight backpack solution, there's no place you can't reach, enabling you to follow your team and interact with them everywhere. Cover high speed sports like motor and bike races along the route, as well as from the air, or on the water for rowing or sailing events (combined with LiveU's Xtender remote transmission device).



Hybrid Cell/SAT Solution

Optimize costs while assuring full reliability

The LiveU LU600 can be used in several modes: independently leveraging cellular IP, LAN and WiFi transmission, unified with a satellite solution for extra resiliency or as an encoder-only solution.

Syndicate and share content

Reaching viewers wherever they are

Our next-generation LiveU Matrix solution allows you to easily and cost-effectively live stream your sporting event to multiple destinations and TV stations so all your fans can experience the excitement of the game.

Global Sports Coverage Experience with Turnkey Service Packages

Over the years, LiveU's technology has supported hundreds of customers in their coverage of high-profile sporting events including the FIFA World Cup™, Winter and Summer Olympic Games, Super Bowl, US Collegiate Championships, IRONMAN and Absa Cape Epic mountain bike race (South Africa).

LiveU Global Events make it simple for sports broadcasters to go live from high-profile events around the world with turnkey service packages, including ad-hoc rentals (units, data packages etc.) and 24/7 professional support.



TAKE YOUR LIVE STREAMING TO THE NEXT LEVEL

LiveU bonded cellular solutions have created a new way to cost-effectively produce sports events from anywhere in the world. With the addition of the new HEVC codec, LiveU has become the go-to technology solution for teams, leagues and production houses looking for a way to increase efficiencies and produce more events without increasing costs.

Want to learn more about what LiveU can do to take your live streaming to the next level?

get.liveu.tv/sports