



NEWS RELEASE

LiveU Brings the Glitz and Glamour of Major AIDS Charity Event Life Ball in Austria Live Online

LiveU's Austrian partner ETAS High Tech Hardware Systems GmbH provides technology and support services for the 22nd annual Life Ball

Hackensack, NJ, June 5th, 2014 – LiveU (www.liveu.tv), the leader in portable live video acquisition, contribution and management solutions, has announced that its LU500 technology has been deployed to provide exciting online coverage of the 22nd Life Ball AIDS charity event. This glittering event took place on May 31st in the Vienna City Hall on the Vienna Ringstraße.

Now in its 22nd year, Life Ball is a major charity event, supported by companies across a wide range of sectors, with its own Life Ball 2014 song – sung by Candice Glover, who won American Idol in 2013 - and performances from a range of international artists and DJs. Bill Clinton, Janet Jackson, Donatella Versace and Sharon Stone will be attending along with many others.

Austrian national broadcaster ORF provided live broadcast coverage of the event, with interviews with the major stars from the Hall, with the same feed also used for live streaming. The feed was encoded using an LU500 unit from LiveU, supplied by its Austrian partner ETAS High Tech Hardware Systems GmbH. The live stream was then sent to a cloud-based server also supplied by LiveU and on to streaming service Ustream.

The LU500 weighs around 1 kg (2.2 lbs), with this small-sized unit powered by LiveU's new multi-processor video encoding engine and fourth-generation patented bonding algorithms providing previously unseen levels of signal robustness in an easy-to-carry unit.

Ronen Artman, LiveU's VP Marketing, said, "We're very pleased to be involved with such a prestigious charity event, which helps raise awareness and brings attention to the ongoing battle with Aids and also brings a great deal of glamorous pleasure to a lot of people. We are glad that our technology is being used to bring this event to the online community."

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.

About ETAS High Tech Hardware Systems GmbH

ETAS High Tech Hardware Systems GmbH is for almost 20 years competent partner for products and solutions in all fields of broadcasting, media technologies and AV-systems.

As a trading company is ETAS GmbH responsible for sales activities of several different well-known brands. For TV-stations, Telecommunication operators and other different customers ETAS GmbH is planning and installing individual solutions. ETAS GmbH is also partner for service and support with a dedicated team with specialist knowhow on transmission and storage systems.

Customers of ETAS GmbH range from the Austrian Broadcast Station ORF, ATV, Servus TV, the Austrian press agency, Productions Houses, Newspapers, different Local-TV-Operators, Banking Institutes, Hospitals, customers like the Vienna State-Opera, and many more.

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