



NEWS RELEASE

LiveU Launches its Cloud-Based Community Platform, Connecting Global Broadcasters, Media Companies, Production Houses and a Network of Video Professionals

The Community, made up of LiveU customers, increases broadcasters' news coverage capabilities with minimal effort and expense

Hackensack, NJ, November 6th, 2014 – LiveU (www.liveu.tv), the leader in portable live video acquisition, contribution and management solutions, today launched the LiveU Community platform (<http://www.liveu.tv/community>), a cloud-based network connecting freelancers, production houses and other service providers with hundreds of top broadcasters around the world. Using its own management technology, LiveU has created an online news exchange platform, making it simpler and cheaper for LiveU customers to offer or request newsgathering services for breaking news and events anywhere, at any time.

LiveU Community is a reflection of LiveU's strategy to offer value-added services to its customers, enabled by its cloud-based central management platform, LiveU Central. Once the connection is made between the broadcaster and the service provider, the content can be transmitted and managed centrally.

With the LiveU Community, LiveU uplink devices can transmit to any LiveU server, essentially allowing the broadcaster to use any service provider's unit as one of their own. Leveraging the massive deployment of LiveU units and servers around the world, LiveU Community enables LiveU broadcasters to find LiveU-equipped professionals in any geographic location and create unique content at a significantly reduced cost, and much faster, than sending their own news crew or using satellite or microwave equipment.

Samuel Wasserman, LiveU's CEO, said, "Using our technology, we're proud to have created an effective platform with hundreds of customers that serves as a bridge between broadcasters and the freelance video community. The LiveU Community platform is a real innovation in its field, opening a whole range of options for our customers to connect to one another and acquire valuable content when they need it. We've had great feedback so far with new members signing up every day."

"The LiveU Community opens a whole new door for potential clients. Providing live content as a freelancer is so much easier and affordable with LiveU technology and the Community gives us the platform to access the largest broadcasters," said Terje Næss, Press Photographer, Næss Multimedia AS.

Wasserman continued, "It's a win-win solution for the industry. Broadcasters can obtain content that financially or logistically would have been prohibitive, and freelancers and service providers have greater access to the world's media. LiveU Community reflects our long-term strategy to enhance our offering with new value-added services."

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.

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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 FIFA World Cup™, Winter and Summer Olympic Games, US Presidential Campaign, Royal Baby, Hurricane Sandy, Super Bowls and US Collegiate Championships. From backpacks to smartphones, and satellite/cellular hybrid to external antenna solutions, 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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