



NEWS RELEASE

E! Online and LiveU to Stream Billboard Latin Music Awards Red Carpet Using LU500

LiveU's latest flagship product offers resilient video transmission from anywhere in very small form factor

2014 Billboard Latin Music Awards, April 24th 2014 – E! Online Latino announced today that it will use LiveU technology to stream their web exclusive coverage of the 2014 Billboard Latin Music Awards preshow event. LiveU (www.liveu.tv) is the leader in portable live video acquisition, contribution and management solutions.

The 2014 Billboard Latin Music Awards will be held on April 24th, 2014 at the Bank United Center in Coral Gables, FL. The red carpet show will start at 7:00 pm EST. This will mark 25th anniversary celebration of this award show, which will also be the ending event of the Billboard Latin Music Conference being held in Miami, FL.

E! will be using LiveU's latest flagship product, the LU500, to stream from the event. Weighing only 2.2lbs (1kg), the small and very lightweight LU500 bonds together six to eight internal cellular connections, and allows the transmission of broadcast-quality video without the need for a satellite truck or a hardwired Internet connection. The LU500 includes LiveU's proprietary antenna modules for greater resiliency in congested areas, is powered by LiveU's new multi-processor video encoding engine, and can easily be controlled from anywhere using the LiveU Central management system.

The live video will be streamed directly to E! Online's Brightcove (BCOV:Nasdaq) account for distribution and content management for all of its users in Latin America.

Jose Leon, Digital Product Manager from E! Online Latino said: "The high performance of the LU500 along with its portable, and lightweight design was the obvious choice for our team when it came time to pick an uplink unit to help us cover the Red Carpet".

Ken Zamkow, Head of US Marketing, LiveU, said: "We're excited to work with E! and to see how our technology continues to open up a variety of live online content options that previously were only possible for select TV productions."

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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