



The Florida State University Selects LiveU to Provide The FLORIDA Channel with its Live Video Transmission Technology

Hackensack, NJ, July 18, 2012 – [LiveU \(www.liveu.tv\)](http://www.liveu.tv), the pioneer of portable video-over-cellular solutions, has been selected by [The Florida State University](#) to provide its live video transmission technology for [The FLORIDA Channel](#). The university's television broadcast station, WFSU-TV, produces and operates this public affairs programming service, funded by The Florida Legislature. It features 24/7 programming covering all three branches of state government, and is Florida's primary source for live, unedited coverage of the Governor and Cabinet, the Legislature and the Supreme Court.

"The past few months that we've been testing LiveU's LU70 technology has made a huge difference in the amount of content we were able to cover, the way we covered it and how we use the programming," said Beth Switzer, executive director, WFSU-TV/The FLORIDA Channel. "Being a publicly-funded organization, we have neither the manpower nor budget to afford a satellite truck, and LiveU provides us with a high-quality alternative at a price point that falls within our budget."

"WFSU/The FLORIDA Channel's programming requires them to produce a significant volume of live content, including many 5-8 hour meetings and hearings," said Mike Savello, Vice President of Sales, LiveU. "Our LU70 technology, with its proprietary antenna, leadership cellular bonding technology and ease-of-use enhancements such as One-Touch Live, delivers a satellite-like experience but at a fraction of the cost. It is so easy to use that anyone can transmit professional live content."

LiveU's newly released LU70 product is the industry's first bonded 3G/4G LTE backpack with proprietary RF technology for superior resiliency, up to 1080 HD video, sub-second latency for a satellite-like experience and point to multi-point distribution, allowing a single device to broadcast live to multiple, varied destinations concurrently.

About LiveU

LiveU (<http://www.liveu.tv/>) is the pioneer of broadcast-quality, video-over-cellular solutions that allow live video transmission (HD and SD) from any location around the world. LiveU's backpack / handheld 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. With top-tier customers in 60+ countries across five continents, LiveU's solutions have been used for breaking news and high-profile events, including the 2012 US Presidential Campaign, 2011 British Royal Wedding, Hurricane Irene, Academy Awards®, GRAMMY Awards®, Super

Bowl, NBA All Star Weekend, Brazilian Carnival, 2010 World Cup in South Africa and 2008 Beijing Olympic Games.

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