



NEWS RELEASE

LiveU Cellular Uplinking Technology Boosts Live Reporting Capabilities for Indian Elections

Broadcasters deployed hundreds of LiveU's units around India for 24/7 coverage of campaign trail

Hackensack, NJ, 27th May 2014 – LiveU (www.liveu.tv), the leader in portable live video acquisition, contribution and management solutions, has announced that hundreds of LiveU units have been deployed by Indian's top broadcasters and online media to boost their live reporting of the Indian General Elections, said to be the world's biggest elections. LiveU units have increased newsgathering capabilities for India's top broadcasters such as ANI, Network 18, Times Now, Aajtak, ETV Network, News Wire Services, GTPL, Bansal News, TV9, Jaya TV, Sun TV, Zee Network and others.

To meet the demands of the campaign trail, increased numbers of LiveU units have been provided to customers around India on a long-term and short-term basis. Onsite service and support is being provided nationwide by Lamhas Satellite Services Ltd., LiveU's local partner in India.

Piyush Gupta, Operations Director and CTO - Broadcast, Network 18, said, "We needed to increase our coverage capabilities during the Elections. LiveU, our preferred vendor since the emergence of cellular bonding, responded immediately with the fast delivery of equipment. Supported by the local Lamhas team, we've been able to transmit live coverage of the campaign around the country with ad hoc interviews and press conferences. Both LiveU and Lamhas have proved to be trusted partners at this critical time."

Rajat Nigam, Sr. VP & Head Technology, Times TV Network, said, "The General Elections in India were a massive event challenging every aspect of news channel infrastructure. Being the leader in the news genre, we were expected to put out programming with a high benchmark standard targeting viewers across the length and breadth of the vast country. Newsgathering, which has become the core to any news channel, was a focus area and herein LiveU units proved to be of great value. It allowed faster movement between locations, quick deployment time and flexibility to provide live feeds at varied Telco strength locations. We were clearly ahead of other channels because of the effective and efficient field units."

An important part of the deployment has been LiveU's new smaller, stronger LU500 uplink unit offering optimal video performance and reliability in a lightweight unit, weighing less than 1 kg (2.2 lbs). The LTE-ready LU500 is compatible with Indian networks.

Ajay Jain, CEO of Lamhas, LiveU's partner in India, said "LiveU, which has captured over 80 percent of the Indian market, is synonymous with cellular uplink. The elections have increased LiveU deployment even further and we're proud to be facilitating increased news coverage together at this important time in India's history. With operators starting to roll-out LTE networks around India, LiveU's LU500 is gathering traction across our extensive customer-base."

Samuel Wasserman, LiveU's CEO, said, "Following the ongoing success of LU70 in recent years covering major events in India, we're proud that India is one of the first countries to adopt the LU500 backpack. Combining mobility and flexibility together with the highest video performance, LU500 has proven to offer an ideal tool for live newsgathering across a vast, diverse territory. The elections are a great example of LiveU technology in action on a large scale."

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.

Some photos from the Indian Elections can be seen here:

https://www.flickr.com/photos/liveu_ltd/sets/72157644911310593/

LiveU will present its full range of portable uplink solutions at the BroadcastAsia Show, 17-20 June, at the Marina Bay Sands, Singapore, MBS, Level 5, Stand No 5K8-05.

Ronen Artman, LiveU's VP Marketing, will be speaking at the BroadcastAsia2014 International Conference on Tuesday, June 17, 2014 in Track T1: Harnessing the next wave of technologies for TV on "The Growing Trend in Hybrid Solutions for Live Video Transmission and its Application to Mobile Newsgathering".

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 Lamhas

Lamhas Satellite Services Limited is a Commercial teleport operator with facilities in Mumbai, India offering high-quality and flexible distribution services for content providers. Since

commencing operations in 2009, Lamhas has offered content up-linking services to Indian broadcasters and distribution service to foreign broadcasters.

Having partnered with LiveU that provides portable video-over-cellular solutions, Lamhas also provides convergence solutions to customers looking for portable infrastructure to telecast live events. This partnership has set a benchmark for reliable and high-quality broadcasting operations and support services to News and Sports channels all over the country.

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