



NEWS RELEASE

New York Jets Select LiveU Technology for Live Video Coverage

Hackensack, NJ, November 19, 2014 – LiveU, the leader in portable live video acquisition, contribution and management solutions, has partnered with the NFL’s New York Jets to provide the team’s live video technology solution. LiveU’s LU500 video transmission backpack allows the NY Jets digital media team to transmit live video from any location directly to the team’s website (www.newyorkjets.com), mobile app and post-production facility. Currently, with the use of LiveU’s technology, fans can tune in for live coverage of the team’s pre and postgame shows, as well as selected press conferences and special team events throughout the week.

Weighing only 2.2Lbs (1kg), LiveU’s LU500 live video backpack offers up to 13 network links, including eight internal cellular modems and proprietary antenna technology for high-quality video transmission from anywhere; without requiring satellite trucks, running cables, or any line-of-sight restrictions.

The NY Jets digital media team began utilizing the LU500 in the 2014 preseason to support the team’s training camp programming. After the successful debut of the first unit, the team quickly decided it needed a second LU500 field unit in order to capture all the unique live footage fans crave. Throughout the 2014 season, the NY Jets are able to stream live video from any spot, both at home and on the road, including from the side-line, locker room, stadium tunnels, team hotels and buses, practice facilities, and much more. The LU500 can be fully controlled and managed via LiveU Central, a cloud-based management system for a one-stop destination to control, monitor, and manage all LiveU units, servers, and apps.

“LiveU technology is a game-changer when it comes to fans and content consumption,” said Seth Rabinowitz, Jets SVP of Marketing and Fan Engagement, “With LiveU, we are able to provide our fans with considerably more real-time content so they can hear directly from the team in a timely, unfiltered way”.

“We are very happy to see the Jets leveraging our technology”, said Ken Zamkow, VP Marketing - Americas, LiveU, “With extensive presence in both professional and college sports, LiveU is the gold standard for live video transmission. Whether for game-related content, faster posting of video clips, or even full varsity games, the technology has become an inseparable part of sports production”.

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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