



NEWS RELEASE

LiveU Presents its New LU200 Ultra-Small Newsgathering Bonding Device with Unmatched Performance

The LU200 offers a very attractive price point and an easy-to-use solution for every broadcaster camera, integrated with LiveU's cloud-based platform

IBC2014, RAI Amsterdam, September 11th, 2014 – LiveU (www.liveu.tv), the leader in portable live video acquisition, contribution and management solutions, is unveiling its new ultra-small cellular bonding solution for global newsgathering compatible with any camera at IBC2014. The LU200 offers a very attractive price, performance and form-factor for live video transmission, expanding LiveU's product portfolio for the broadcast market. The LU200 opens new live coverage opportunities, enabling every field camera to be equipped with a bonding uplink unit.

Samuel Wasserman, LiveU's CEO, said, "With innovation as a part of our DNA, we're proud to introduce the pocket-sized LU200 device. Listening to our customers, we quickly understood the need for a mini unit based on our industry-leading bonding technology. Standing in a category of its own in the broadcast market, LiveU has raised the bar again with a new device that enriches our portfolio and provides even more options for any broadcaster field camera."

Weighing just over 500 grams, (1 lb), the LU200 is available in a pouch or camera-mount configuration, bringing two built-in modems with integrated powerful antennas in a bonded solution for any video professional. The flexible LU200 can also serve as a stand-alone video encoder with satellite integration functionality, or be used as a LiveU DataBridge mobile hotspot for all IP applications in the field.

"As we saw during the World Cup, where hundreds of LiveU devices were in action, cellular bonding is now firmly established in the mainstream broadcasting workflow", Wasserman continued.

The LU200 supports two 4G LTE/3G modems together with Wi-Fi and LAN connections and includes LiveU's proprietary antenna modules for extra resiliency. The LU200 will be demonstrated at IBC2014 and become commercially available after the show.

The LU200 is the latest offering within LiveU's multi-layered live video ecosystem and can be locally or remotely managed via LiveU Central, the unified management system for LiveU's field-units. As the hub for video ingestion, LiveU Central allows broadcasters to acquire both live

and recorded content from the field, preview it centrally or remotely, broadcast it live or in scheduled programming and distribute it to any location.

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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