



NFL's Baltimore Ravens Select LiveU to Provide Live Video Transmission Technology

Hackensack, NJ, August 27th, 2012 – [LiveU \(www.liveu.tv\)](http://www.liveu.tv), the pioneer of portable video-over-cellular solutions, has been selected by the NFL's [Baltimore Ravens](#) to provide its live video technology. The company's LU70 transmission backpack will be utilized to provide fans with live coverage of press conferences, training camp and practice, and team events. This exclusive content will be made available on www.baltimoreravens.com for both home and road games.

"Ravens fans have a voracious appetite for news and information about their team and live coverage has always been an important element of our news delivery. The LiveU LU70 transmission backpack ensures delivery of that coverage regardless of what location, city, or stadium the team is in," said Michelle Andres, Vice President of Digital Media for the Baltimore Ravens.

"The Baltimore Ravens' adoption of LiveU demonstrates the importance that top-tier franchises place on further engaging core fans with exclusive video content," said Ken Zamkow, LiveU's Director of Sales and Marketing. "Everybody wins when fans have more direct ways to interact with their favorite sports."

LiveU's flagship LU70 product is the industry's first bonded 3G/4G LTE backpack with proprietary RF technology for superior resiliency, up to 1080 HD video and sub-second latency for a satellite-like experience.

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 London 2012 Olympics, 2012 US Presidential Campaign, 2011 British Royal Wedding, Hurricane Irene, Japanese Tsunami, Academy Awards®, GRAMMY Awards®, Super Bowl, NBA All Star Weekend, Brazilian Carnival and 2010 World Cup in South Africa.

About Baltimore Ravens

In their 17th year of existence, the Baltimore Ravens are the only NFL team to earn a playoff berth in each of the past four seasons (2008-11). Since Head Coach John Harbaugh's arrival in 2008, Baltimore has won at least one playoff game each year and has advanced to two AFC

Championship contests. The Ravens, who won Super Bowl XXXV during the 2000 campaign, have also captured three AFC North titles – most recently in 2011 when they swept the division (6-0) and produced their first-ever undefeated season at home (8-0).

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