



LiveU Announces Alliance with Cobham SATCOM

Powerful integration between two live news industry pioneers

Hackensack, NJ, April 3rd, 2013 – Cobham SATCOM (www.cobham.com), the leading manufacturer of Inmarsat satellite communications equipment, and LiveU (www.liveu.tv), the leader in portable live video-over-cellular solutions, today announced an alliance to offer broadcasters a robust, high performance hybrid solution for live video transmission in diverse locations.

As part of the integration, LiveU's professional-grade LU70 backpack will support the most advanced SATCOM BGAN EXPLORER terminal product-line, including the newly-announced EXPLORER 710 that will be launched in September 2013. For the first time, camera operators will be able to control all BGAN interfaces locally via the LU70 interface, enabling them easily to switch between satellite and cellular connectivity based on the available network conditions. The BGANs will also be able to be controlled remotely via the LiveU Center web interface, enabling news operators to view and manage live transmissions directly from the studio.

Henrik Nørrelykke, VP of Land Services, Cobham SATCOM, said, "This solution, which combines the strengths of both companies, allows news teams to enjoy the benefits of both satellite and cellular networks. We see huge potential for this combined offering for live newsgathering among our joint customer-base."

Ariel Galinsky, LiveU's VP of Business and Corporate Development, said: "Our partnership with, Cobham SATCOM, is a true testimony of LiveU's technology. The combined solution is extremely portable, flexible and resilient, as was demonstrated in the LiveU team's recent trip to Mount Kilimanjaro. A BGAN unit was integrated with LiveU LU40 unit for live coverage from the summit streaming video to the web. The full integration with SATCOM BGAN EXPLORER technology enables endless opportunities for live coverage anywhere in the world, ranging from crowded urban centers to the most remote locations."

The hybrid Cobham SATCOM/LiveU solution is incorporated into the LiveU ecosystem by LiveU's unified management platform, LiveU Total™, enabling control rooms to manage multiple video feeds from LiveU units operating in diverse locations.

EXPLORER from Cobham SATCOM is the chosen series of satellite terminals to harness the power of Inmarsat BGAN thanks to its inherent reliability, compact form and incredible ease of use. EXPLORER terminals are designed to withstand even the most extreme environmental conditions and provide instant broadband access regardless of time and place.

Cobham SATCOM and LiveU are presenting their full range of solutions at the 2013 NAB Show®, April 8-11, at the Las Vegas Convention Center, at their respective booths: Cobham SATCOM #OE1100 / LiveU #SU5511.

The LiveU Xtender, mounted on KOVR-TV (CBS Sacramento) weather truck, can be seen in the NAB Outdoor/Mobile area at the E-N-G Mobile Systems booth #OE820.

Ken Zamkow, LiveU's Director of Sales and Marketing, will be speaking at the Broadcast Engineering Conference, at 10:00 am on Thursday, April 11, 2013 on "From Super Bowl to Varsity: Live Sports Coverage Using Cellular Bonding Technology" - IP for Television session.

About Cobham SATCOM

Cobham SATCOM develops, manufactures, sells and supports satellite and radio communication terminals and earth stations for land, marine and airborne applications. With the ever increasing demand for communication, our products and services are used to satisfy the needs of a wide variety of commercial, governmental and recreational applications.

Cobham SATCOM uses state-of-the-art technologies to design affordable, highly reliable high performance systems that have decreased over time in terms of size, weight and power consumption. Our products enable people to stay in touch under the most challenging and demanding conditions. When traditional communication technologies fail, Cobham SATCOM's products will keep providing our customers with high quality voice, data, and multimedia communications.

Cobham SATCOM has design, development and manufacturing facilities in Denmark, Norway, South Africa, Sweden and the USA

About LiveU

LiveU is the pioneer of broadcast-quality, video-over-cellular solutions that allow live video transmission (HD and SD) from any location around the world. With top-tier customers in 60+ countries, LiveU's solutions have been used for breaking news and high-profile events, including the 2012 US Presidential Campaign, London 2012 Olympics, Hurricane Sandy, 2011 British Royal Wedding, Japanese Tsunami, GRAMMY Awards® and Super Bowl. 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.

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Press Contact:

For LiveU:
Shelley Kapitulik Drazin / Lloyd Trufelman (Americas)
203-898-1501 / 212-905-6060
shelley@trylonsmr.com / Lloyd@trylonsmr.com

Joss Armitage (Int'l)
+44-7979-908-547
joss@jumppr.tv

Sales Contact:
201-742-5228
info_us@liveu.tv (Americas)
info@liveu.tv (Int'l)