



NEWS RELEASE

LiveU Provides Worldwide 2014 Sports Live Video Packages from FIFA World Cup™ and Sochi, to US Collegiate Championships, and the Super Bowl

Dedicated US Team Drives Sales Efforts for Sports

Hackensack, NJ, December 12th 2013 – LiveU (www.liveu.tv), the leader in portable live video-over-cellular solutions, has announced its 2014 live video support for high-profile sporting events around the world. With technologies tailored to the sports market, including acquisition, transmission, special rental packages and end-to-end workflows, the company can accommodate the requirements of media outlets, and professional, and collegiate sports organizations.

In 2014, LiveU will support the Winter Olympics early in the year at Sochi, Russia, numerous US Collegiate Championships, The Super Bowl, the 2014 FIFA World Cup in Brazil, and additional events throughout the year. US activities are driven by LiveU's experienced team of veterans from within the sports industry.

Samuel Wasserman, LiveU's CEO, said, "Right from the outset when we introduced our cellular uplink technology at the 2008 Beijing Olympics, our technology provided a new level of opportunity and creativity that sports broadcasters and online outlets embraced with open arms. For the 2010 South Africa World Cup we deployed over three dozen cellular bonding units. The level of deployment at the 2012 London Olympics was truly spectacular with over 100 units on the ground during the games. We expect even bigger numbers at the 2014 Brazil World Cup."

LiveU's solutions extend from the industry-leading LU70, through the recently launched LU500 small backpack, to the LU-Smart mobile app and LU-Lite software-based connectivity. LiveU's powerful Xtender external antenna is a key technology for sports coverage from crowded locations, as well as in combination with RF and satellite technologies. All of the solutions are managed using the LiveU Central cloud-based management and control platform. LiveU also offers additional technology, production, and distribution services thanks to a combination of in-house expertise and industry partners.

At the 2014 World Cup in Brazil, LiveU will support hundreds of networks, stations, and online media from over 30 participating countries. LiveU and its partners will offer the full suite of LiveU solutions, as well as onsite support, and dedicated support options in the 12 host cities. Meanwhile at Super Bowl XLVIII, which takes place in LiveU's backyard of NY/NJ this year, LiveU will support networks involved in covering the game, as well as teams directly. During Super Bowl XLVII in New Orleans in 2013, over 30 LiveU units were in use for coverage of Media Day from the field, pre-game and post-game interviews, and shows by a variety of networks, stations, online media, and the participating teams.

LiveU will also help power multiple collegiate championships across the US in late 2013 and throughout 2014 on behalf of The American Athletics Conference, West Coast Conference, Big Sky, Mountain West, Big East, and others. LiveU will also provide production and delivery services thanks to its deep expertise with sports production. Championships will include Baseball, Soccer, Track and Field, Cross Country, and more.

Since beginning its activity in the sports market, LiveU has built an exceptionally strong team to meet the needs of sports organizations. In the US, Tim Prukop heads the sales effort for sports. Tim was a professional football coach for 16 seasons with stops at Arizona State, USC and the NFL Europe (Amsterdam Admirals) and has had several years' experience in delivering video solutions to the sports market during his tenure with XOS Technologies, Demand Media and Conviva.

Bob White is responsible for US Eastern Region. Bob is a former Dallas Cowboys, New England Patriots, and NY Jets football player, and subsequently held sales and managerial positions in Avid Sports, Pinnacle Systems, and XOS Digital. Tracy Ham is responsible for US Southern Region. Tracy is a Canadian Football League (CFL) Hall of Fame Quarterback, as well as a member of the National Football Foundation College Football Hall of Fame and the Georgia Sports Hall of Fame, and was the Sports Venue Account Manager at Sony's professional video camera group.

LiveU's presence in the European sports broadcasting market is also second-to-none, from tier one broadcasters like British Eurosport and BT Sport to Premier League teams and innovative online providers like Streaming Factory, and Tivido, which used LiveU technology to cover marathons in Germany as well as 3xScreen Media in the UK.

LiveU owns the patent for cellular bonding for remote newsgathering in the US and other countries. All LiveU products are based on this fourth-generation patented technology.

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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