



West Virginia Media Holdings Deploys LiveU's Video Transmission Technology

Hackensack, NJ, July 10, 2012 – [LiveU \(www.liveu.tv\)](http://www.liveu.tv), the pioneer of portable video-over-cellular solutions, has signed a long-term agreement with West Virginia Media Holdings to provide its live, video transmission technology for electronic newsgathering. LiveU's LU60 units will be deployed at the company's four television properties – WOWK-TV in Charleston/Huntington, West Virginia, WVNS-TV in Beckley/Bluefield, West Virginia, WTRF-TV in Wheeling/Steubenville, Ohio and WBOY-TV in Clarksburg, West Virginia.

"Satellite is expensive for our markets and the hilly topography of both West Virginia and Ohio make it difficult for us to rely on microwave solutions for electronic newsgathering," said Bray Cary, CEO, West Virginia Media Holdings. "We've had much success putting LiveU's technology to the test in the field, and are looking forward to providing these portable units to our reporting teams to assist them in providing our viewers with more live, local news."

"Our work with West Virginia Media Holdings is a further testament to the importance of our technology, empowering media outlets that cannot rely on news vans or satellite trucks to be able to provide crystal clear, live images for their audience," said Mike Savello, Vice President of Sales, LiveU. "Our cellular bonding technology and our unique internal antenna array also come into play in this type of newsgathering situation where geography provides a road bump, helping boost cellular signals and providing Wi-Fi capability when these signals are non-existent."

LiveU's flagship LU60 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 2012 US Presidential Campaign, 2011 British Royal Wedding, Hurricane Irene, Academy Awards®, GRAMMY Awards®, Super Bowl, NBA All Star Weekend, Brazilian Carnival, 2010 World Cup in South Africa and 2008 Beijing Olympic Games.

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Press Contact:

For LiveU:

Shelley Kapitulik Drazin / Lloyd Trufelman (US)

203-898-1501 / 212-905-6060

shelley@trylonsmr.com / Lloyd@trylonsmr.com

Joss Armitage (Europe)

+44-7979-908-547

joss@jumppr.tv

Sales Contact:

201-742-5228

info_us@liveu.tv