



LiveU Showcases New Integrated Solution for SNG and ENG Trucks, Taking Video Transmission over Cellular and Satellite to the Next Level

Includes powerful Xtender rooftop antenna, 1RU rackmount solution, wireless connectivity up to 1,000 feet (300 meters), and enhanced cellular-satellite bonding for optimal resiliency and flexibility

Hackensack, NJ, March 22, 2013 – LiveU (www.liveu.tv), the leader in portable live video-over-cellular solutions, is demonstrating its complete integrated Xtender antenna solution for SNG (satellite newsgathering) and ENG (electronic newsgathering) trucks that complement existing satellite connectivity and dramatically improves cellular reception, bandwidth, resiliency and latency in every scenario. Based on LiveU's fourth-generation bonded uplink technology, the integrated solution offers broadcasters the flexibility to use cellular connectivity as part of their existing SNG and ENG trucks, bonding cellular and satellite connections for the ultimate live video performance.

Combining LiveU's LU-Lite encoder on a 1RU rackmount together with LiveU's powerful Xtender antenna, the solution adds six 3G/4G LTE network connections and is optimized for all emerging 4G LTE implementations worldwide.

The solution will be displayed for the first time at NAB 2013, mounted on KOVR-TV's (CBS Sacramento) weather truck, in the NAB Outdoor/Mobile area at the E-N-G Mobile Systems booth #OE820.

Samuel Wasserman, LiveU's CEO, said, "This powerful hybrid solution offers the ultimate flexibility for news teams on the move, enabling them to augment satellite coverage with cellular networks."

Wasserman continued, "in a different configuration, the tripod-mounted Xtender antenna can also be connected to LiveU's other backpack and handheld units, offering even greater resiliency, performance and flexibility in crowded demonstrations, sports stadiums and other extreme scenarios. With extended wireless connectivity, the Xtender can be situated up to 1,000 feet/300 meters away from the uplink unit, offering far more than a regular cellular antenna."

Telefe, Argentina's highest-rated television network, recently utilized the LiveU Xtender from a moving boat, while covering an "Open Waters Marathon" Santa Fe - Coronda on February 3rd, 2013. According to Telefe's Technical Director of Channel 13 of Santa Fe, "The Xtender more than doubled the amount of bandwidth we would typically get in that location, and gave us

consistent transmission in a very congested area, where normally we would have difficulties obtaining a good cellular connection. The Xtender is a game-changer in such environments."

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

LiveU is presenting its full range of live video uplink solutions at the 2013 NAB Show®, April 8-11, at the Las Vegas Convention Center, booth #SU5511.

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 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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