



## **NEWS RELEASE**

### **LiveU Uses TriCaster to Offer Integrated Live Video Streaming & Production at IBC2012**

*Live studio demonstration at IBC2012, in partnership with The Next Web*

**Hackensack, NJ, August 21<sup>st</sup>, 2012** – LiveU ([www.liveu.tv](http://www.liveu.tv)), the pioneer of portable video-over-cellular solutions, and NewTek, a worldwide leader in portable live production, will demonstrate their integrated live video streaming and production solution in a live studio at IBC2012, RAI Amsterdam (Stand 14.365). The Next Web, the international technology, news, business and culture publication, will produce the live broadcast, bringing the latest news from the IBC show to its worldwide online audience.

Ronen Artman, VP Marketing, LiveU, said, “The live studio at IBC is just the beginning of our collaboration with NewTek. We see a symbiotic relationship between our two companies, providing a more cost-effective live video streaming and production solution for broadcasting and online media customers worldwide. With The Next Web driving the production at IBC, we’re looking forward to a professional and exciting live demonstration showing our joint products in action.”

With NewTek TriCaster systems, corporations, musicians, producers, bloggers, agencies, anyone in the live entertainment industry, can reach new audiences, interact more closely with fans and generate new revenue opportunities. They can produce HD network-style productions of their live performances, from a cart in the front-of-house, a desktop backstage, or a studio control room rack. TriCaster provides the ability to switch between multiple cameras, inputs and recorded clips while simultaneously delivering live content to broadcast television, LED screens and projectors, the Web and mobile devices. The new line of TriCasters presented at IBC on NewTek’s stand and used in LiveU’s studio for the daily live show, gives producers all the tools to create more shows, with more creative capabilities, publish to more destinations and reach more viewers.

Franck Lafage, Managing Director of 3D Storm, said, “With its latest TriCaster introductions, NewTek is helping producers position themselves to satisfy today’s evolving video production demands. Meeting the fast-growing demand for live video, LiveU’s bonded cellular uplink solutions complement perfectly TriCaster’s offering by meeting the markets needs and expectations.”

LiveU will be demonstrating both its LU70 backpack and LU40i handheld device for live video transmission at IBC. LiveU’s LU70 is the industry standard for bonded 3G/4G LTE backpacks

with proprietary RF technology for superior resiliency, up to 1080 HD video and sub-second latency for a satellite-like experience.

LiveU's LU40i is a groundbreaking handheld HD uplink device, weighing less than 700 grams. With up to six network connections, the bonded LU40i offers 4G LTE/3G, WiMAX, Wi-Fi and LAN video transmission in an even smaller form factor.

***The live studio, powered by LiveU and NewTek, and produced by The Next Web, will be located in the LiveU stand at IBC2012, Connected World Zone, Stand No. 14.365 (Hall 14). NewTek Europe/3D Storm will also be demonstrating the joint solution in their Stand No 7.K11 (Hall 7).***

***LiveU is a finalist in the ConnectedWorld.TV Awards 2012: Technology Breakthrough of the Year and New CDN Networks & Service Delivery Technologies.***

### **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 NewTek & 3D Storm**

Benefiting producers and artists with cost-effective and groundbreaking technologies, NewTek is a worldwide leader in portable live production, video editing, 3D animation and special effects tools, including the TriCaster™ product line, 3Play™ and LightWave 3D®. NewTek has won numerous industry accolades, including two Emmy® Awards.

Clients include: "The X Factor," ESPN X Games, New York Giants, NBA Development League, Fox News, BBC, NHL, Nickelodeon, CBS Radio, ESPN Radio, Fox Sports, MTV, TWiT.TV, USA TODAY, Department of Homeland Security (DHS), and National Aeronautics and Space Administration (NASA). NewTek products have been used in feature films and television shows, including "Avatar," "The Adventures of Tintin," "Terra Nova," "Fringe," "CSI: Crime Scene Investigation," and more.

NewTek is privately owned and based in San Antonio, Texas. Please visit: [www.newtek.com](http://www.newtek.com)

3D Storm, major actor in the broadcast and video industry, is the distributor of NewTek products in Europe, Middle-East, Africa, Turkey, Russia and Pakistan. 3D Storm clients include France Televisions, BBC, Mediaset, RTL, RTBF, Canal + Event, City of Paris, Siemens, Airbus, Real Madrid F.C, Arsenal, Parc des Princes, the European Parliament, Sciences-Po Paris, OECD. For more information about 3D Storm, visit [www.3dstorm.com](http://www.3dstorm.com).

### **The Next Web**

Founded in 2008, The Next Web is one of the world's largest online publications that delivers an international perspective on the latest news about Internet technology, business and culture. With an active, influential audience consisting of more than 5.1 million monthly visits and over 7 million monthly page views, The Next Web continues to expand its global presence on its website with the addition of new channels and content partnerships, as well as through events in North America and Europe.

# # #

Press Contact:

For LiveU:

Shelley Kapitulik Drazin / Lloyd Trufelman (US)

203-898-1501 / 212-905-6060

[shelley@trylonsmr.com](mailto:shelley@trylonsmr.com) / [Lloyd@trylonsmr.com](mailto:Lloyd@trylonsmr.com)

Joss Armitage

+44-7979-908-547

[joss@jumprr.tv](mailto:joss@jumprr.tv)

Sales Contact:

201-742-5228

[info@liveu.tv](mailto:info@liveu.tv) (Int'l) / [info\\_us@liveu.tv](mailto:info_us@liveu.tv) (US & Americas)