



NEWS RELEASE

LiveU and SnappyTV Partner for Real-Time Video Social Publishing

NY Giants utilizing the new streamlined way to transmit video from LiveU devices to SnappyTV cloud for live streaming, quick editing and social sharing

Hackensack, NJ, June 17, 2013 – LiveU (www.liveu.tv), the leader in portable live video-over-cellular solutions, today announced its partnership with SnappyTV (www.snappytv.com), the leading live cloud and social video editing, publishing and distribution platform.

LiveU offers a range of hardware and software solutions to transmit live video from anywhere, even on the move, by bonding together multiple cellular 4G LTE/3G and other data connections. The company's LU70 backpacks, LU40 camera-mount/belt-clip units, and now its smartphone app and other solutions, have become a common sight in breaking-news events, and in all levels of sports and entertainment productions.

SnappyTV offers organizations an easy way to stream, store and edit live video footage in real time on the cloud for instant publication and distribution of highlights on leading social networks, video sites, and online video platforms (OVPs). With SnappyTV's solution, content providers can easily create and share live streams and instant highlights of key moments as they happen on social networks and mobile devices – reaching a larger audience, faster.

The partnership offers a streamlined solution for lightning-speed posting of clips from live events, while the event is still taking place.

The New York Giants are using the joint solution to post real-time video clips from team events. Until now, football fans needed to rely on text-based updates via Twitter for the latest info. "With LiveU and SnappyTV, we no longer have to wait for practice or drills to be over to instantly post and share video highlights with fans – giving them the real-time visual updates they want most," said Don Sperling, VP and Executive Producer, New York Football Giants. "For training camp later this summer, we can build a daily audience who will get video tweets close to real time. It's a simple process and anyone can easily clip highlights from it, which are then shared across our social and online footprint automatically. This tremendously shortens our video posting time, and allows us consistently to be first."

“We are very excited to work with LiveU. Over the past couple of years we’ve repeatedly run into LiveU units almost everywhere we went. This joint solution will let organizations quickly and easily stream, edit and instantly distribute their live video content from wherever they are and across any online channel,” said Mike Folgner, CEO for SnappyTV.

“SnappyTV is a truly brilliant solution with its simplicity and speed,” said Ken Zamkow, LiveU’s Head of US Marketing. “LiveU has always been focused on making video acquisition easier and more flexible for our customers. This is a win-win-win for customers, SnappyTV, and us.”

About SnappyTV

SnappyTV is the leading real time, cloud-based video publishing platform that lets content owners tweet and post instant highlights from live video. Audience patterns for video viewing and sharing have shifted to social networks and mobile devices, driving a clear need for media companies to quickly edit and publish video clips and highlight reels to these new audiences. Existing video acquisition, editing and distribution tools and platforms don’t meet this new demand. SnappyTV has created a cloud-based video streaming, editing and distribution platform that allows media companies to reach their audiences on Twitter, Facebook, mobile devices and OVP-powered websites instantly.

Major television networks, cable channels, sports leagues and conferences, including NBA, Pac-12 Networks, Fox Sports, MTV, Tennis Channel, NCAA, PBS News Hour and TechCrunch are using SnappyTV’s real time publishing platform to change the way audiences engage with and talk about their favorite shows and live TV events by integrating video clips with social conversations. For more information, go to <http://www.snappytv.com> or email contact@snappytv.com.

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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