



## NEWS RELEASE

### **LiveU Partners with latakoo to Enable Fast and Secure Transfer of HD Video in the Broadcast Workflow**

*Will offer customers built-in solution in LiveU's uplink products for uploading and sharing large video files over any Internet connection*

**2014 NAB Show, Las Vegas, April 3<sup>rd</sup>, 2014** – LiveU ([www.liveu.tv](http://www.liveu.tv)), the leader in portable live video acquisition, contribution and management solutions, and latakoo (<https://latakoo.com>), a specialist in video delivery and management, have partnered to offer customers a built-in latakoo workflow solution in LiveU's products for the fast, simple and secure upload and transport of all large SD and HD video files. The solution will enable video acquired using LiveU's uplink units to be transferred via latakoo's server directly to the newsroom, simplifying and streamlining the broadcast workflow.

Top television networks and broadcast groups, such as NBC Universal, are already using LiveU and latakoo's proprietary technologies in their newsgathering operations. The integrated solution will facilitate collaboration and high-speed delivery of unlimited amounts of high-quality video files over available bandwidth with reduced transmission costs. The latakoo video management platform will be integrated with LiveU's uplink units and the LiveU Central cloud-based central management system for live transmission, file transfer and store and forward.

Samuel Wasserman, LiveU's CEO said, "We're committed to integrating our technology with complementary solutions in the broadcasting space to offer the best service to our worldwide customers. latakoo's platform has been successfully deployed in the most sophisticated broadcast environments and we're proud to be the first cellular-bonding company to partner with this innovative company."

latakoo's technology will be integrated into LiveU's product portfolio, including its powerful new smaller and stronger LU500 unit. Weighing only 2.2 Lbs (1 kg), the LU500 offers exceptional video transmission, up to 14 network links including six-eight internal modules with LiveU's proprietary antenna technology, fits in a small backpack or can be camera-mounted, and offers 1-minute start-up time and 1-second latency.

Paul Adrian, latakoo's CEO said, "We are really excited about this partnership. LiveU is the industry standard for live video transmission. latakoo speeds up and simplifies content sharing with a powerful video management platform. Aligning services empowers our customers by giving them full quality editable files and the fastest delivery. The world's leading broadcasters now have one toolbox that services all their needs."

latakoo simultaneously compresses and uploads data to the cloud over any Internet connection, and now from any LiveU device. This strategy speeds up delivery and also creates smaller files: typically 1.5% to 5% of their original size. These are less expensive to store, but retain their quality and resolution. latakoo accepts virtually any type of media files and soon will accept other data files and the latakoo app offers drag and drop simplicity in usage.

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

***LiveU will present the integrated latakoo solution together with its full range of portable uplink solutions at the 2014 NAB Show, April 7-10, at the Las Vegas Convention Center, booths #SU8513. LiveU will also be showing its advanced mobile newsgathering truck in the Outdoor Exhibit area, booth #OE825.***

***Ken Zamkow, LiveU's Head of Marketing, US and The Americas, will be speaking at the Broadcast Engineering Conference, at 10:30 am on Thursday, April 10, 2014 on "The Evolution of Cellular Bonding" - Wireless Solutions for Ancillary Broadcast Services session.***

### **About LiveU**

LiveU ([www.liveu.tv](http://www.liveu.tv)) is the leader in portable live video acquisition, contribution and management solutions. LiveU's award-winning technology enables live video transmission (HD and SD) from any location around the world. With top-tier customers in 60+ countries, LiveU's solutions are being used for breaking news and high-profile events, such as the Sochi Winter Olympics, FIFA World Cup™, US Presidential Campaign, London 2012 Olympics, Royal Baby, Hurricane Sandy, Super Bowl and US Collegiate Championships. 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.

### **About latakoo**

latakoo (<https://latakoo.com>) provides an end-to-end solution for fast, simple, secure sharing of content over any Internet connection. Based in Austin, Texas, latakoo is a specialist in video delivery and management. latakoo is used by some of the world's leading broadcast services to deliver the best video in often the worst environments, including war zones in Iraq and Afghanistan and in the aftermath of major weather events. latakoo was used extensively to transfer video from the Sochi Winter Olympics, the U.S. political conventions, and has successfully transferred video from motorcades for dignitaries and from journalists traveling on Air Force One.

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