



NEWS RELEASE

iStreamPlanet Teams up with LiveU to Provide Multiscreen Live Video Solutions for Online Broadcasters

Hackensack, NJ, August 20, 2013 – iStreamPlanet and LiveU announced today that the two companies are working together to offer online broadcasters a mobile, multiscreen live video streaming solution. The joint solution will integrate LiveU's cellular transmission backpacks and other devices with Aventus, iStreamPlanet's soon to be released, cloud-based, live video workflow solution. The combined solution will enable seamless end-to-end live, multiscreen broadcast from any venue or remote location without requiring satellite or fiber connection.

LiveU's devices provide reliable and cost-effective video transmission from any location, by bonding together multiple cellular and other data connections, and by utilizing enhanced proprietary antennas that provide signal even in remote or congested venues.

Aventus addresses the challenges of streaming live events and live linear channels online to multiple platforms and devices by moving the workflow from hardware-dependent infrastructure to a cloud-based, virtualized environment. Aventus includes scheduling, quality control, media processing, content protection, and publishing to any number of designated publish locations.

Broadcast scenarios include auxiliary content for sports such as practices, interviews, and press conferences, secondary sporting events, and real-time upload of clips and highlights. Content is transmitted, ingested, and processed for multi bitrate delivery to multiple devices in seconds, all from the LiveU interface.

"We're excited to team up with iStreamPlanet to enable mobile broadcasters to reach multiple screens with a simplified process and solution," said Tim Prukop, Head of Sports and New Media Sales at LiveU. "Together we're opening up new opportunities for established and emerging broadcasters by significantly reducing the expense and complexity of transmitting, ingesting, processing and publishing live video from anywhere in the world."

"LiveU's approach to enabling broadcasters of all sizes is completely aligned with our mission at iStreamPlanet of providing a scalable, flexible, cost effective solution for delivering live online video," said Robin Cole, Vice President of Product and Services at iStreamPlanet. "Combining LiveU's mobile transmission with the flexibility of Aventus, broadcasters can deliver more content in multiple bitrates and formats to their viewers."

The multiscreen live broadcast solution comes together through Aventus's open REST APIs that enable integration with existing solutions including production, CMS, ad and monetization services. Aventus is available for deployment on premise in a private cloud or as a software as a service (SaaS).

About iStreamPlanet

iStreamPlanet, the leader in live streaming video solutions, provides a flexible set of products and services to power live video streaming to multiple platforms, from fully managed broadcast services to affordable IP-based solutions. iStreamPlanet's innovative approach has been chosen by the world's leading sports, entertainment, and technology brands, including NBC Sports, Turner Broadcasting, Pac-12, AT&T, and Microsoft, to bring live online video to connected audiences around the world.

For more information visit www.iStreamPlanet.com/Aventus.

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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