



LiveU Opens Up Live Video Usage for Local Channel TV Berlin

Hackensack, NJ, June 12th, 2012 – LiveU (www.liveu.tv), the pioneer of portable video-over-cellular solutions, has announced that TV Berlin, the German city's local channel, has vastly increased use of live content in its broadcasts courtesy of the channel's deployment of LiveU's LU60 technology.

TV Berlin selected LiveU's technology following a series of tests, highlighting its strong performance and easy integration into existing workflows. The channel is now using the technology for live feeds during a daily news show and also longer live segments for the channel's breaking news show. Because of the technology's ease of use, TV Berlin's video journalists have been able to adapt to it quickly, even allowing the spontaneous broadcasting of live content.

Mathias Adler, General Manager, TV Berlin, said, "Before we started using LiveU we simply couldn't broadcast live from many events because SNG units and satellite capacity is simply too expensive for a local TV channel. LiveU allows us to include completely new elements in our programming, which significantly raises the quality of our broadcasts. New ideas are also developing now we understand the possibilities that the technology allows, particularly broadcasting live while on the move."

Adler highlights an occasion when the planned live coverage of a major basketball game was in jeopardy due to a weak satellite signal. He said, "We were lucky that we had a LiveU unit with us and this allowed us to cover the whole game. The signal was good enough and very stable so we now use it for sports coverage too. We are very happy with the technology all-round."

The service and equipment is provided by LiveU's German distributor, Nettori GmbH.

Zion Eilam, LiveU's Key Accounts Manager, said, "We have heard much discussion about "hyper local" broadcasting and our technology opens up new possibilities for local TV channels. LiveU's high performance levels give broadcasters the confidence to fully explore all the possibilities that the technology opens up."

LiveU's flagship LU60 product is the industry's first bonded 3G/4G LTE backpack with proprietary RF technology for superior resiliency, up to 1080 HD video and sub-second latency for a satellite-like experience.

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 at high-profile events, including the 2012 US Presidential Campaign, 2011 British Royal Wedding, Academy Awards®, GRAMMY Awards®, Super Bowl, NBA All Star Weekend, Brazilian Carnival, World Cup in South Africa and 2008 Beijing Olympic Games.

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