



## NEWS RELEASE

### **LiveU Introduces LU<sup>2</sup> – The First Modular Next-Generation Live Video Solution**

*Offers a cost-effective and efficient solution for high-quality live video transmission in challenging scenarios by combining LiveU field units*

**2013 NAB Show, Las Vegas, April 4<sup>th</sup>, 2013** – LiveU ([www.liveu.tv](http://www.liveu.tv)), the leader in portable live video-over-cellular solutions, is introducing LU<sup>2</sup>, the first modular solution that pushes the edge of innovation, enabling optimal use of available cellular networks by combining two LiveU field units for scenarios where additional resiliency is needed.

Using the LU<sup>2</sup> concept, operators can simply increase the number of connections, boosting the uplink bandwidth when needed, by connecting an additional LiveU unit with a standard Ethernet cable. This concept has been developed for current and future products and is available immediately.

The first implementation, the LU40<sup>2</sup>, combines two LU40-S units together in a lightweight backpack (under 4lbs/2kgs, including batteries), providing up to 12 connections for scenarios where additional resiliency is needed. Revolutionizing the operational model of a backpack, the LU40<sup>2</sup> GUI is simply controlled remotely by a standard smartphone for complete flexibility on-the-move.

This new development complements the Xtender, LiveU's wireless external antenna, which can be combined with any LiveU product, and offers up to 13 cellular connections.

Samuel Wasserman, LiveU's CEO, said "The new LU<sup>2</sup> modular approach allows customers to add connections on the spot, as needed, in challenging scenarios such as crowded areas and remote locations. With the LiveU stamp of excellence, this concept offers a highly flexible and cost-effective solution for HD live video transmission anywhere, anytime."

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 is presenting its full range of live video uplink solutions at the 2013 NAB Show®, April 8-11, at the Las Vegas Convention Center, booth #SU5511.***

***The LiveU Xtender, mounted on KOVR-TV's (CBS Sacramento) weather truck, can be seen in the NAB Outdoor/Mobile area at the E-N-G Mobile Systems booth #OE820.***

***Ken Zamkow, LiveU's Director of Sales and Marketing, will be speaking at the Broadcast Engineering Conference, at 10:00 am on Thursday, April 11, 2013 on "From Super Bowl to Varsity: Live Sports Coverage Using Cellular Bonding Technology" - IP for Television session.***

### **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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