



## **LiveU and Mogulus Provide the Ideal Platform For Live Video Eventcasting**

**Las-Vegas, US, April 21<sup>st</sup>, 2009** – Mogulus and LiveU, two of the world’s pioneering companies with a shared vision of democratizing live transmission, announced an integrated end-to-end live transmission, streaming and publishing solution. Under this new solution, designed to address the needs of many LiveU users and the high-end Mogulus Pro users, customers will realize unprecedented value resulting from the solution’s ease, convenience and its professional grade quality. With cellular based uplink transmission rates of up to 2Mbps and online studio and streaming capabilities, anyone can bring live video wirelessly from anywhere directly to viewers in a professional way. This newly integrated solution removes the traditional technology, integration and costs barriers associated with high quality live transmission and streaming. The combined solution is expected to expedite adoption of live programming for anyone, ranging from newspapers and radio stations all the way to the athletics departments of local universities or high schools. The announcement was made today at NAB 2009, by Max Haot, CEO, Mogulus Inc. and Samuel Wasserman, CEO of LiveU Ltd.

LiveU and Mogulus have been testing the newly integrated system over the past few months. "In this new cooperation, we are opening our platform to professional users who now have a reliable way to bring quality live video to their viewers without the limitations of wire-line or the unreliability of standard cell phone based transmission" said Max Haot "this way, with high quality reliable wireless live video our users can expand their content delivery and monetize their investment in live programming".

"We are very pleased to provide our customers with one-click integration into one of the best web-based video channel production tools available", said Samuel Wasserman, "we feel that our solutions complement each other's perfectly and thus will expedite the spread of live content over the web".

Mogulus and LiveU will be demonstrating this solution at NAB 2009 in Las Vegas, 20th to the 22nd of April, at booths SL6528, Modulus and C06437, LiveU

### **About Mogulus**

Based in New York, NY, Mogulus ([www.mogulus.com](http://www.mogulus.com)) is the most powerful live broadcast platform on the Internet. Producers can use the Mogulus browser-based Studio application to create live, scheduled and on-demand Internet television to broadcast anywhere on the Web through a single player widget. Unique features include the ability to mix multiple live cameras, imported videos clips, and overlay graphics. Mogulus is powering more than 200,000 live 24/7 channels; the service was launched in November 2007 and include Gannett Co. as minority investor.

## **About LiveU**

Based in Saddle Brook, NJ, LiveU ([www.liveu.tv](http://www.liveu.tv)) designs, develops and provides a real-time video uplink solution at broadcast quality which provides instant setup time and connects to any video camera. LiveU frees video broadcasting from uplink limitations and allows the color and excitement of live broadcasts to be shared by TV Broadcasters, Web Portals and Video Pro-summers, anywhere, anytime. LiveU's services have been deployed successfully by leading TV channels and other media companies to transmit live sports events, concerts, reality shows and news. LiveU is a privately held company, backed by top tier international technology investors.

## **Company Contacts:**

Mogulus Inc  
Max Haot  
CEO  
[Max.haot@mogulus.com](mailto:Max.haot@mogulus.com)  
Cell: (212) 380 7533

LiveU Inc  
Ariel Galinsky  
VP Corporate & Business Development  
[Ariel@liveu.tv](mailto:Ariel@liveu.tv)  
Cell: (201) 320 0418