



SBS Korea Expands Usage of LiveU Following Successful Multi-Location Live Election Coverage

Leading Korean broadcaster utilizes LiveU's mobile uplink units for daily newsgathering, event coverage and lifestyle programming

Hackensack, NJ, June 14th, 2012 – LiveU (www.liveu.tv), the pioneer of portable video-over-cellular solutions, has announced that SBS Korea, one of Korea's top three national broadcasters, is increasing its live video coverage of on-going events using LiveU's flagship LU60 technology following its multi-location live video coverage during April's National Assembly elections. Tens of LU60 uplink units were used around the polling booths for vox pop with the public lining up to vote and interviews with the main candidates before and after the results came in.

Local 24/7 service and support in Korea is supplied by HAN Infocomm, LiveU's local distributor. During the elections, HAN Infocomm joined the SBS team in key locations, operated a 24 hour hotline and also supported other broadcasting teams.

T.H. Kwon, Director/Election Broadcasting Planning Team at SBS, said, "We assigned many LU60 units around the country to cover Election Day and were very impressed with LiveU's performance, notably its smooth video quality, reliability and ultra-low transmission delay. We were able to broadcast live interviews with key politicians in different locations simultaneously using a simple backpack without having to deploy costly satellite trucks. The LiveU technology enabled us to offer viewers an immediate response to developments on the day, giving us an edge over other TV networks."

SBS Korea continues to use LiveU units on a daily basis for electronic newsgathering, event coverage and live content-generation for its popular daytime lifestyle show.

Manny (Menashe) Mukhtar, LiveU's Vice President, Sales, for APAC, said, "SBS Korea chose LiveU technology after a thorough evaluation of different uplink systems. LiveU's stability together with its HD video quality and low latency proved to be the winning factors. We're proud of receiving additional endorsement from a leading broadcasting player in the Asian-Pacific region."

LiveU will present its full range of portable uplink solutions at Broadcast Asia 2012, June 19-22, at Suntec Singapore, stand no. 3F-01 (Panasonic).

About SBS Korea

Seoul Broadcasting System (SBS) is a national South Korean television and radio network. It is the only commercial broadcaster with wide regional Network affiliates to operate in the country.

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 for breaking news and high-profile events, including the 2012 US Presidential Campaign, 2011 British Royal Wedding, Hurricane Irene, Academy Awards®, GRAMMY Awards®, Super Bowl, NBA All Star Weekend, Brazilian Carnival, 2010 World Cup in South Africa and 2008 Beijing Olympic Games.

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