



News Release

Sprint to Incorporate LiveU's 3G/4G Live Video Uplink Solutions within its M2M Solutions Portfolio

First carrier to offer professional-grade HD video transmission to its enterprise customers nationwide

NAB Show 2012, Las Vegas, April 16th, 2012 – Sprint (NYSE:S), a global provider of voice, data and Internet services, and LiveU (www.liveu.tv), the pioneer of portable video-over-cellular solutions, have signed an agreement to include LiveU's HD live video transmission solutions as part of Sprint's Machine to Machine (M2M) solutions portfolio. With LiveU technology, Sprint will bring to market a mobile video transmission solution that delivers HD video quality and combines multiple 3G and 4G air cards for one resilient uplink.

Sprint has a dedicated team to fast track M2M solutions using the Sprint 3G Network. Sprint's M2M leadership has earned prestigious third-party validation – including the top-ranked North American M2M provider (and second-ranked carrier overall among 12 global service providers) by Analysys Mason, and the Frost & Sullivan 2011 Customer Value Enhancement Award in North America for Machine to Machine Communications. Together, LiveU and Sprint have facilitated thousands of live broadcast hours, by major U.S. media companies, which benefited from this new cellular-based solution as an alternative to costly satellite or microwave transmission options. Moving forward, LiveU and Sprint will target the growing needs of TV networks, news media, enterprise, transportation, surveillance, security, governmental and medical markets for 24/7 live video from any location.

The agreement incorporates both LiveU's LU60 professional-grade backpack solution and LU40i handheld live video solution.

“Bringing innovative solutions to market is a cornerstone of Sprint's business philosophy,” said Wayne Ward, vice president – Sprint Emerging Solutions Group. “With the LiveU technology, we can showcase the use of our 3G and 4G networks for a demanding application and generate new revenues for our companies. We can also strengthen our edge over the satellite industry and other competitors with a unique video offering, allowing us to offer an even richer product portfolio.”

Samuel Wasserman, LiveU's CEO, said, “Partnering with Sprint is a real honor for LiveU, providing endorsement for our technology from a renowned leader in bringing innovative solutions to market. This important strategic collaboration broadens our reach to new market segments, both commercial and governmental, offering exciting growth opportunities for LiveU's business worldwide.”

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.

LiveU's high-quality LU40i uplink solution weighs less than 1.5 pounds (700 grams), with SDI, analog and HDMI outputs. With up to six network connections, the bonded LU40i offers 4G LTE/3G, WiMAX, Wi-Fi and LAN video transmission in a substantially smaller form factor.

LiveU will present its enhanced range of portable uplink solutions at the 2012 NAB Show, April 16-19, at the Las Vegas Convention Center, booth #SU9119. LiveU's solutions will also be demonstrated on the Sprint booth, #SU11312.

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, World Cup in South Africa and 2008 Beijing Olympic Games.

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