



## **TEDxTokyo Streams Live Video to Downtown Tokyo using LiveU's Mobile Transmission Technology**

*Historic first live transmission to Tokyo's iconic Shibuya big screen*

**Hackensack, NJ, July 2, 2012** – LiveU ([www.liveu.tv](http://www.liveu.tv)), the pioneer of portable video-over-cellular solutions, has successfully transmitted live video from TEDxTokyo to the Q's Eye screen above Shibuya crossing – the first time that live video has appeared on Tokyo's iconic outdoor seven storey display using LiveU's flagship professional-grade LU60 backpack and handheld LU40i mobile video transmission technology. At the same time, the TEDxTokyo event was live streamed to tens of thousands of viewers around the world in both English and Japanese on YouTube.

Virgin Earth, LiveU's local partner, has filmed the conference since 2009 and this year debuts the LiveU's LU60 backpack, to send live interviews with the speakers and discussions outside the event to the big screen in Shibuya. Four live sessions were streamed live to the Shibuya screen.

Richard Kipnis, Executive Video Producer for TEDxTokyo from Virgin Earth Inc., said, "Living in Japan with its high-speed 4G LTE networks, we quickly saw the potential of LiveU's video uplink solutions. We were keen to push the limits of their impressive cellular technology to bring TEDx's worldwide audience closer to our Japanese event." He continued, "Cellular bonding just makes sense, it's a perfect match for an event like ours which can't afford satellite equipment, but needs a reliable, high-quality live video solution."

The 4th annual TEDxTokyo conference, with the theme 'Where Art Meets Science', was held on June 30th in Hikarie Hall next to Shibuya Station. A select audience joined the conference live as 35 leading thinkers with "ideas worth spreading" took to the stage, ranging from the fields of Technology, Entertainment and Design. The conference was co-sponsored by Google, Sony, Microsoft and Tokyu Corporation amongst others, with technical assistance from Virgin Earth.

Exclusive speaker interviews were transmitted live using LiveU's LU60 backpack; the 'after party' interviews and talks were covered by LiveU's handheld LU40i device.

Manny (Menashe) Mukhtar, LiveU's VP Sales for APAC, said, "We're very pleased to cooperate with this high-profile regional event, bringing our latest live video technology to Japan and being a primary partner in the first live transmission to Tokyo's city center. The TEDx forums have a huge brand name worldwide."

TEDx was created in the spirit of TED's mission of sharing "ideas worth spreading". The program gives communities, organizations and individuals the opportunity to stimulate dialogue

through TED-like experiences at the local level. TEDx events are planned and coordinated under license from but independently of TED.

TEDxTokyo (<http://tedxtokyo.com/>), founded by Todd Porter and Patrick Newell, was launched on May 22, 2009. Now in its fourth year, it has become the perfect platform for bringing global innovators from Japan and elsewhere together.

### **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, Japanese Tsunami, 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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