



## NEWS RELEASE

### University of Georgia Adds LiveU for Live Sports Coverage

**Athens, GA, May 14<sup>th</sup>, 2013** – Georgia IMG Sports Marketing has contracted with LiveU ([www.liveu.tv](http://www.liveu.tv)) to deploy its cellular bonding technology for live transmission for coverage of UGA Athletics this Fall, 2013. UGA will utilize LiveU's LU70 cellular transmission backpack to send live video from pre and post-game activities, locker room, live Olympic competitions, and more, directly to its official site at [www.georgiadogs.com](http://www.georgiadogs.com) as well as to their in-stadium video boards.

LiveU devices bond together multiple cellular and other data connections across all major 4G LTE and 3G carriers and utilize proprietary antenna solutions to obtain stronger signal even in some remote or congested areas. LiveU solutions are currently deployed with a variety of NFL, MLB, NBA, and NHL franchises and groups, as well as various colleges and conferences across the US.

According to Mike Bilbow, Executive Director of New Media at Georgia IMG Sports Marketing: "LiveU gives us the ability to capture and create more appealing live content than ever before, without the need for expensive satellite trucks or installing hardwired connections in remote venues. The video is integrated directly into our existing workflow, so we didn't need to make any changes with our video streaming providers".

"We're very excited to have UGA adopt LiveU" said Tim Prukop, Head of Sports and New Media at LiveU, "LiveU technology is the perfect fit for colleges as they move towards creating a variety of new and engaging content for fans".

***LiveU will next demonstrate its products at the IMG College Partner Symposium, Delivered by UPS, in Atlanta May 14-16. Mr. Prukop will speak at the Trending Now: New Media Opportunities panel on Tuesday May 14, 2013 while there.***

***LiveU will also demonstrate its products at the NACDA Convention in Orlando (June 10-15, 2013), booth #410.***

#### **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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