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FOR IMMEDIATE RELEASE

Volar Video, LiveU and SIDEARM Sports join forces to form the “Collegiate Digital Alliance”

New venture to revolutionize the live streaming experience for college athletics

LEXINGTON, Kentucky – Volar Video, LiveU, and SIDEARM Sports announced today the formation of the “Collegiate Digital Alliance”, a strategic coalition that provides college athletics with an unmatched, end-to-end live video streaming solution, forever changing the way conferences and institutions produce and deliver HD video to fans online.

Through this unique collaboration, LiveU has integrated its revolutionary cellular bonded technology into Volar’s Production Truck® streaming software and SIDEARM’s adaptive content management solution, providing collegiate clients with the capability and affordable cost structure to broadcast events that never before could have been produced, due to prohibitive costs or logistical production limitations. Working together, the “Collegiate Digital Alliance” experienced success in 2013-14 through the launch of enhanced digital networks and new official websites for both the Southland Conference and Sun Belt Conference.

Immediate benefits available to collegiate conferences and institutions through this partnership include:

- True end-to-end video streaming solution complete with production, transmission, and end user experience
- Cost-efficient pricing for conferences and institutions to produce HD streams (up to 2.5 Mbps)
- FREE high quality SD+ streaming software provided to NCAA DIII institutions (up to 1.2 Mbps)
- Utilization of Volar’s AdTrigger™ mid-roll ad insertion technology to increase advertising inventory, keep content free of charge to viewers, and deliver additional value to corporate sponsors

Volar Video is a leading provider of cost-effective, customized video solutions and through its Production Truck® streaming software, it enables clients to broadcast and monetize events in high-quality with customizable graphics and dynamic ad insertion across all screens.

David Bertram, CEO, Volar Video: “We are very proud to partner with LiveU and SIDEARM Sports, two innovators and leaders in the collegiate digital space. Our combined technologies enable conferences and institutions to efficiently produce and deliver HD online video content to their passionate fans across all screens, and also have the monetization tools to keep their content free of charge.”



LiveU is a pioneer in the live transmission of broadcast-quality video via cellular bonded technology that allows sports and media organizations to go live anywhere and anytime without an internet connection or satellite trucks.

Tim Prukop, Head of Sports Sales, LiveU: "Through our partnership with SIDEARM Sports and Volar Video, two leading players in their respective technologies, LiveU customers now enjoy additional options in streamlining their end-to-end live video workflows and production."

SIDEARM Sports is the leader in collegiate athletic web-based content management solutions, providing the software and technology that powers the websites, livestats, and video streaming for more 700 colleges, universities and high schools across North America.

Dave Meluni, Vice President of Sales and Business Development, SIDEARM Sports: "We are excited about our strategic partnership with Volar and LiveU. We are fortunate to work with over 725 collegiate athletic partner schools and conferences. This opportunity will provide a very beneficial platform for website, streaming, production and video transmission for our partners."

By integrating LiveU's cellular bonded technology into Volar's Production Truck® streaming software, conferences and institutions will overcome the challenge of capturing and streaming live video no matter their location, enabling a client to go live anywhere and anytime, with or without an internet connection.

The "Collegiate Digital Alliance" partners will be exhibiting together (booths 601-603, 700) at the 2014 NACDA Convention on June 9-10 at the World Center Marriot Resort in Orlando (Cypress Ballrooms 2&3) and are also sponsoring breakfast at Siro Restaurant June 9-11 for convention attendees interested in learning more about the alliance. Collegiate organizations interested in exploring partnership opportunities and/or would like to schedule a meeting at the NACDA Convention with the "Collegiate Digital Alliance" should contact Bret Krift with Volar Video at 859-309-4322 or bret.krift@volarvideo.com.

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About Volar Video

Volar Video is a digital video technology company whose proprietary software and production platform enables clients to broadcast and monetize events in high quality with customizable graphics and ad insertion. Led by an experienced team of production, technical software, marketing and sports executives, Volar Video delivers customized video solutions across television, computer and mobile platforms. Volar Video has offices in Lexington, Ky. and New York. Clients include the Mountain West Conference, Southland Conference, Sun Belt Conference, National Football Foundation and NJCAA. For more information, visit www.volarvideo.com.

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.

About SIDEARM Sports

Founded in 2001 and based in Syracuse NY, SIDEARM Sports is the leader in collegiate athletic web solutions. SIDEARM Sports provides the software and technology that powers websites, mobile applications, live stats, social presence, and video streaming for more than 725 colleges/universities across North America. Clients include Texas, Kansas, and Syracuse, as well as The American, Sun Belt and the Southland Conference. For more information, visit www.sidearmsports.com.