

# LIVEU LTD. – COMPANY OVERVIEW



**Industry:** Online video & live broadcasting

**Stage of Dev:** Sales in IL, USA, EU

**Employees:** ~30

**Investors:** Canaan Partners, Carmel Ventures

## Introduction

LiveU Ltd. is an Israeli based startup company that has developed technology that enables live wireless high-quality multimedia transmission from the field to any location. Our product is currently being used by national and international TV channels, Internet portals, Web TV and others.

## The Opportunity

Video portals and IPTV have been looking for viable ways to transmit live video from the field for mass internet consumption, while traditional Broadcast TV has been anxious to reduce costs and expand their live content offerings. The main problems that both vertical markets have experienced are the prohibitive costs and low accessibility associated with satellite based alternatives, and the low

quality and lack of resiliency inherent to mobile-based solutions. That's where LiveU's unique and unmatched technology comes in.

## The Technology and Product

By simultaneously aggregating any and all available wireless and wire line network links, a resilient virtual broadband IP channel is created to carry the live, hi-quality video streams from the field into content ingestion and distribution offices wherever they are. The live content may then be distributed for simultaneous consumption over TV, internet and mobile internet networks.

We provide a video transmission unit that is compact and that interfaces to any type of camera. Powered by an internal battery with optional AC power, it can be vehicle-mounted to transmit while driving, stationed on a table, or operated while carried in a customized backpack. The resulting A/V feed is delivered to a remote server located anywhere where it may then be directed to other destinations and/or monitors.

## Market and Advantages

LiveU has traditionally focused on the international media market, and already has large broadcasters such as NBC, Sky News and Fox News as customers. We are being used on the websites of some of the largest US newspapers, on hi-profile sports portals and are active in different Prosumer markets. Beyond this, we have seen significant interest in our technology and products by Security / Mobile Surveillance entities.

In today's economic climate, LiveU's solutions are more relevant than ever. For the broadcaster, we offer a true and tried method of slashing expensive uplink satellite costs, with a service model that requires no CAPEX. For internet portals, our technology and pricing is a powerful enabler for new business, increased visitor attention and significantly higher income from targeted video banner advertising.

LiveU revolutionizes the cost structure of the live transmission industry, enabling anyone to go live with hi-quality/reliability video transmission at affordable rates.

