

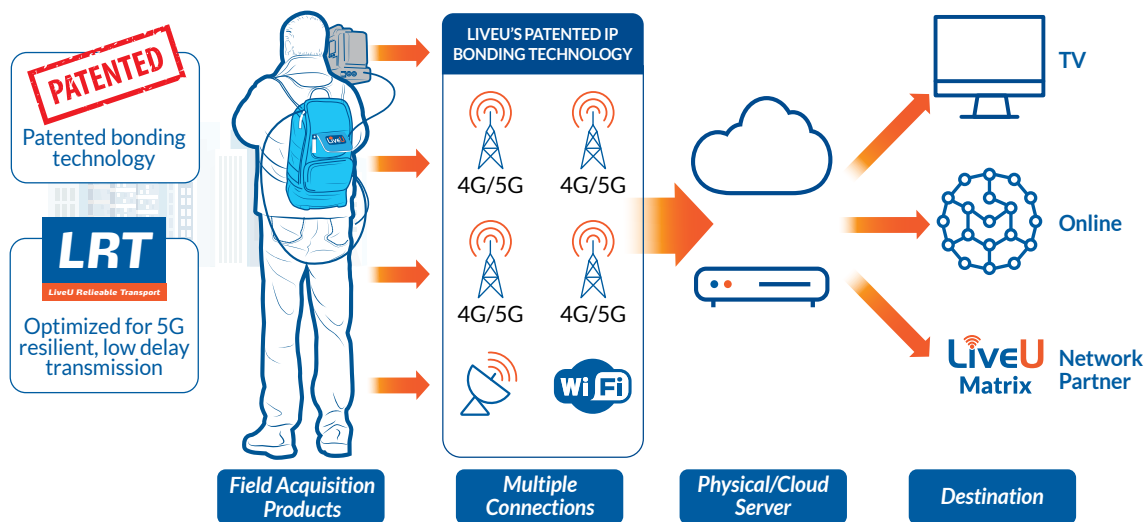


DRIVING **LIVE** SPORTS COVERAGE

Why LiveU?

High-quality + Low Cost Cellular Bonded Solutions

LiveU is bringing its **world-leading** broadcast technology to the sports world, offering **4K live video** solutions for acquiring, managing and distributing any type of sports content. LiveU's field-proven products and services are based on our **patented IP bonding technology** – setting the standard for reliable and superior quality live video transmission over multiple cellular networks, with low delay.



Cover **MORE** matches and events at a fraction of the cost of satellite/fiber, with no compromise on quality.

LiveU makes your live sports coverage:

- ▶ **MORE accessible** cover more live events from anywhere in the world
- ▶ **MORE innovative** transmit the event from all angles (ground, water and air)
- ▶ **MORE affordable** leverage LiveU's wireless technology with significant budget savings
- ▶ **MORE available** distributed simultaneously to multiple TV and online platforms

APPLICATIONS

LiveU is ideal for any type and size of sports production, covering the main event, news around the event and fan engagement stories.

- ▶ **On-the-go sports**, including motor sports, marathons, cycling etc., where live feeds need to be delivered across wide areas in challenging conditions
- ▶ **Fixed-venue sports** including soccer, tennis, basketball, etc. from a stadium or other single location

LiveU's worldwide customer base includes: national/premier/junior sports leagues, rights holders and production companies covering sports events such as FIA World Rally Championship, IRONMAN, Absa Cape Epic and more.



Complete range of end-to-end solutions

Field content contribution

Using our robust portable HEVC uplink encoders for:

- ▶ Acquisition and live production in the field
- ▶ Remote multi-camera production from a centralized studio/OB van
- ▶ Wireless solutions for unlimited coverage from any location

IP-based live content distribution

Using our next-generation management and distribution platform to:

- ▶ Send live feeds to TV and OTT platforms
- ▶ Share content with multiple stakeholders – including affiliates, broadcasters and media groups