

LIVESTREAM LAUNCHES LIVEPACK THE WORLD'S FIRST SOLUTION FOR WIRELESS LIVE STREAMING AT HD QUALITY



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NEW YORK, NY (SEPT. 23, 2009) - Livestream today announced the availability of Livepack, a turn-key hardware solution for wireless live streaming at HD quality to hundred's of thousands of viewers on the web. Livepack is available immediately from Livestream, the leading live Internet video platform.

Livepack is ideal for live broadcasting any events including concerts, interviews, sporting events, town hall meetings, paparazzi, university graduations, weddings, ceremonies, transmission from a moving car, and a variety of enterprise applications.

"Livepack is like having a satellite television truck in a backpack," said Max Haot, CEO and co-founder of Livestream. "If you want to live stream in high quality at an event where you don't have a reliable fixed Internet connection, broadcasting with a cell phone cannot yet deliver either the high video quality or network reliability you need. The only other solution available is a traditional broadcast truck and satellite signal which can cost up to \$50,000 a day."

Livepack is an integrated solution using hardware provided by Livestream's partner, LiveU ([HYPERLINK "http://www.LiveU.tv" www.LiveU.tv](http://www.LiveU.tv)), that has been fully integrated with Livestream's streaming video platform and content delivery network (CDN). Livepack fits in a custom-designed backpack and includes everything required to stream live: a built-in wireless connection with six load-balanced 3G/EVDO modems over three

livestream livepack



carriers, encoding hardware, Firewire cable, and 30 hours of streaming uplink time per month.

Livepack product details and recordings of live videos can be viewed at [HYPERLINK "http://www.livestream.com/livepack" www.livestream.com/livepack](http://www.livestream.com/livepack). Livepack was recently used for coverage of the MTV Video Music Awards, NY Fashion Week, Harry Potter movie premiere and Pixie Lott Live,

Livestream's groundbreaking Livepack redefines simplicity for live mobile HD quality video streaming. Once Livepack is powered up, and a DV camera is connected, all it takes is just one press of a button to start the live streaming, enabling broadcasters to



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deliver live, on the scene, video coverage at just a fraction of what a satellite truck costs to rent and operate.

Livestream Livepack quickly establishes a reliable Internet connection and is not tied to one wireless network, as it includes six 3G/EVDO modems for redundancy. Because it integrates with Livestream's streaming video platform, Livepack does not require any additional re-encoding or server in your offices to reach its destination. Once the video reaches the Livestream content delivery network the video is immediately streamed in your Livestream player, as well as being captured and securely archived.

AVAILABILITY AND PRICING

Livestream Livepack is available in the U.S. for monthly or yearly rental directly from Livestream, and includes the hardware unit, custom designed backpack, dedicated IP address for the Livestream channel, all 3G/EVDO network charges, and 30 hours of streaming uplink time per month. Neither a DV camera nor tripod are included. Month-to-month rental without commitment is \$2,500 per month plus the cost of shipping. Yearly rental is \$1,500 per month plus the cost of shipping. To order Livepack, email: getlivepack@livestream.com.

For more info visit: www.livestream.com/livepack

ABOUT LIVESTREAM

Livestream (www.livestream.com - formerly Mogulus) provides everything needed to easily webcast live, build an engaged audience and monetize these efforts. Founded in 2007, the company is based in New York and includes Gannett Co. as a minority shareholder and investor.

Producers can use Livestream to create live, linear and on-demand Internet television to broadcast anywhere on the Web through a single embeddable player widget. The service comes in two flavors: Free (ad-supported) and Premium (ad-free, white-label, higher-quality). Unique features include the ability to mix multiple live cameras, overlay graphics, and desktop streaming with 3D effects.

For more information on Livestream contact:

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