

livestream broadcaster

HD live video to the web without a PC



Livestream Redefines the Live Streaming Experience with New Disruptive Hardware Called “Livestream Broadcaster”

The Livestream Broadcaster is an HD live broadcasting device that works seamlessly with the Livestream service to deliver the industry’s first affordable unlimited ad-free HD live streaming end-to-end solution.

New York, NY – 4/12/2012 – Livestream (Livestream.com), the current leader in live streaming services, introduces today the Livestream Broadcaster device, a game-changing hardware encoder that makes it more affordable and easier for anyone to broadcast live events in HD to the web, mobile and connected TVs.

The Livestream Broadcaster, affordably priced at \$495, is fully integrated with the New Livestream Platform, which offers the industry’s first unlimited, ad-free, HD streaming for a flat rate of \$45/month. The purchase of the Livestream Broadcaster includes 3 free months of service—a savings of \$135.

In the past, event owners could spend more than \$5,000 on hard to use, difficult to transport HD encoders that integrate poorly with streaming services. By bringing the Livestream Broadcaster to the market, Livestream is removing the high price and guesswork involved with selecting a live video encoder and introducing the first fully integrated, supported solution for live video. With the new Livestream Broadcaster, all you need to stream

live is a camera and an Internet connection. Livestream's Broadcaster device and live video platform will take it from there.

"At Livestream, our mission is to get every event in the world live streamed to any device. We started executing this vision in 2007 by launching our award-winning live streaming service. We then identified that the missing link to accelerate adoption was seamlessly integrating live video from any prosumer camera to our service without the need for a computer," says Max Haot, Co-founder and CEO at Livestream. "Today, we were able to overcome this challenge by bringing the Livestream Broadcaster to market."

Event owners and producers can use the Livestream Broadcaster as a desktop encoder connected to a multi-camera video production switcher, or as a battery powered (via three enclosed AA batteries) portable wireless encoder mounted to a camera and streaming via Wi-Fi or a USB 3G/4G Wireless Modem.

The Livestream Broadcaster supports most 3G and 4G modems from US carriers, including Verizon 4G LTE, as well as many international carriers that enable wireless streaming in the field, even in locations where Wi-Fi or Ethernet connections are not available, like at a ski slope, a little league game or any indoor or outdoor event.

Cameras connect to the Livestream Broadcaster via the HDMI video input (including 1080i, 720p and 480i).

The Livestream Broadcaster encodes real-time in high quality H.264 video and AAC audio at up to 2.3Mbps. HDMI audio or line in (3.5mm jack) audio input are provided.

Users can control and configure the Livestream Broadcaster on the device itself or remotely from anywhere in the world via the Livestream web site, or via an iPhone using the Livestream for Producers app, which can be downloaded from the App Store.

The Livestream Broadcaster is available today for pre-order to the US and Europe at <http://store.livestream.com>. The device is expected to ship in May, 2012.

Livestream at NAB: The Livestream Broadcaster will be demonstrated at the NAB Show in Las Vegas from April 16-19, 2012 (Livestream Booth C11037).

About Livestream:

Livestream is the market leader for live event coverage, reaching more than 30 million viewers a month. With simple to use technology, our service allows anyone to broadcast live to the web, making Livestream the top destination for live content from around the world. Our content partners include Facebook, The New York Times, ABC News, CBS News, Associated Press, HBO, AT&T, PepsiCo, Electronic Arts, Adidas, The Academy Awards, Warner Bros. Records, Paramount Pictures. Livestream operates with more than 120 full-time staff members in five offices—in New York, Los Angeles, Bangalore, Sao Paolo, and the Ukraine. The service is available for free (advertising-supported) or as a feature-rich, monetizable, premium

subscription. New Livestream is an innovative new platform that combines live event coverage with real-time photos, text, and video clip updates posted using web browsers or mobile devices. The technology supports live blogging, live and on-demand HD video, and real-time posting tools.

Contact:

Jessica Kantor

Livestream

917-405-7060

jessica.kantor@livestream.com

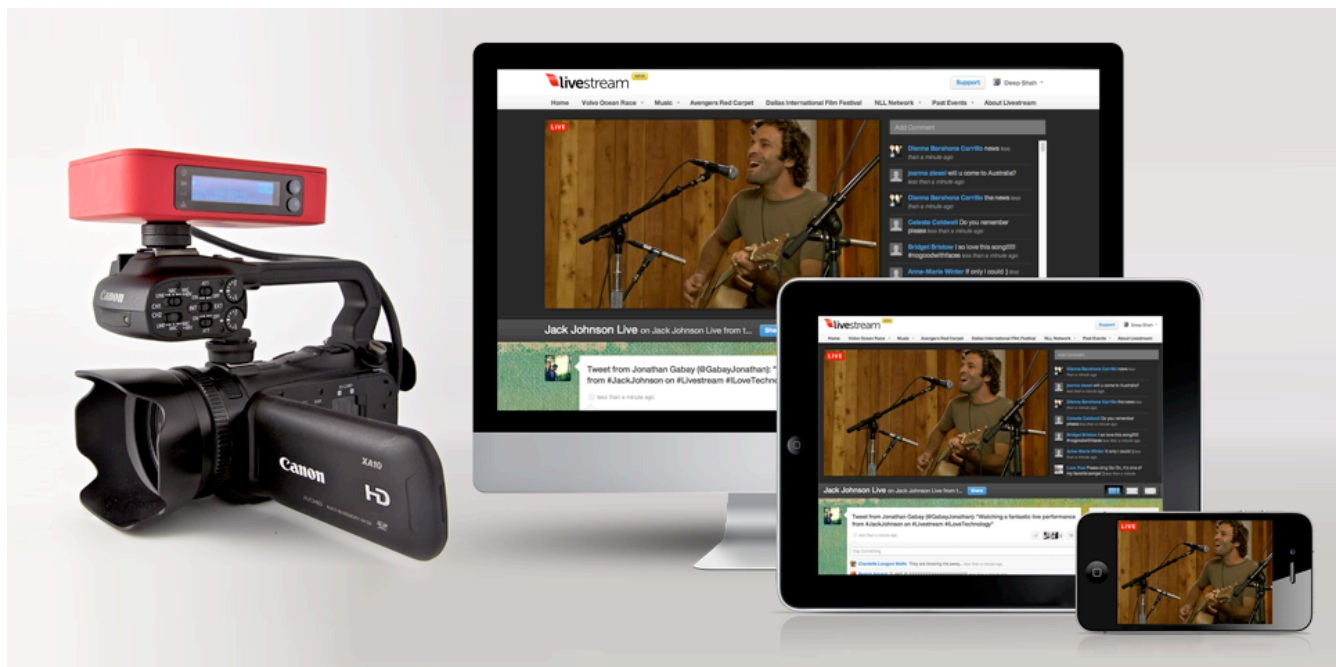
Nathalie Nuta


212 614 4510

nnuta87@gmail.com

Download Press Pack including photos and embeddable video:

<http://cdn.livestream.com/pressrelease/LivestreamBroadcasterPressPack.zip>

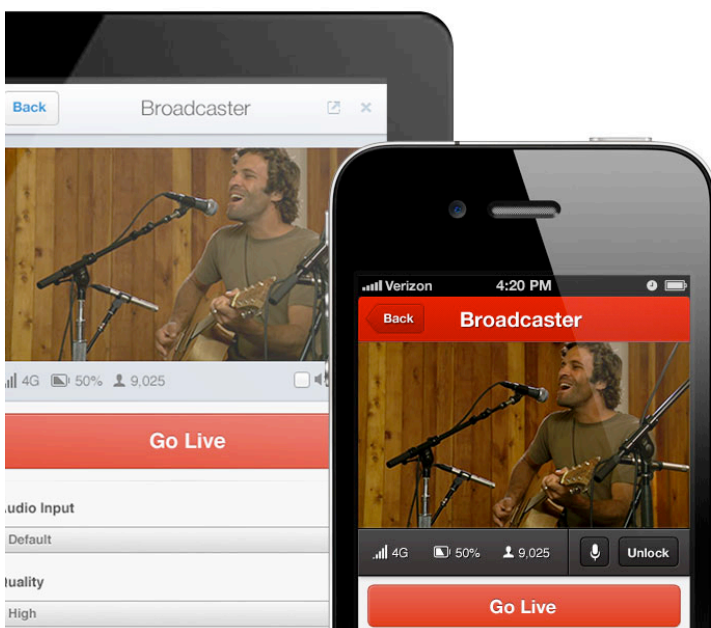


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Remote Control

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