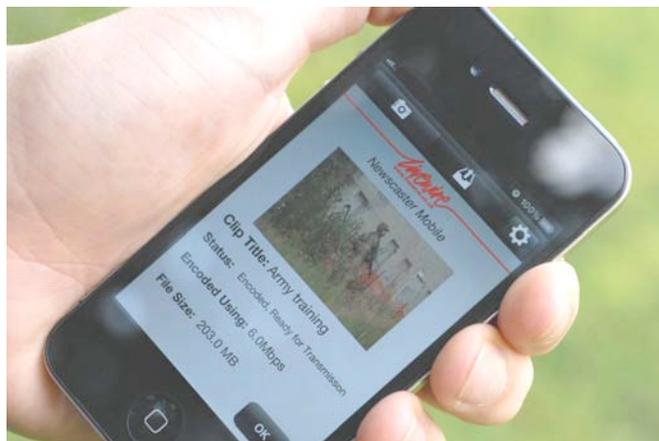

INTERNATIONAL BROADCASTING CONVENTION 2012 PRESS PACK

Livewire Digital
Stand 2.C28, Hall 2
IBC
7th to 11th September
RAI, Amsterdam

Livewire Digital launches new iPhone app for capturing and delivering footage as events unfold and a *free* BGAN Pointer app for positioning BGAN mobile satellite terminals when broadcasting from the field



Journalists caught in the heart of the action with no news crew to hand can now film breaking news footage on their iPhone and post it directly to their broadcaster's newsroom using the new M-Link Newscaster Mobile app from Livewire Digital. Ideal for filming events as they unfold, such as last year's riots in the UK, this brilliant app is set to bring a new level of immediacy to special reports and news bulletins.

Also new is Livewire Digital's BGAN Pointer, **a free app** designed to help news crews working in harsh or dangerous environments to accurately position their mobile satellite terminal,

pinpoint the exact location of their BGAN satellite, and highlight trees or buildings that interrupt the clear line of sight required for first class transmission of breaking news footage via satellite.

Visitors to IBC are cordially invited to register at stand 2.C28 for a demonstration of Livewire Digital's free BGAN Pointer app.

Demonstrations of the company's live video solution M-Link Live X will also be taking place - now featuring a new high definition option. Targeted at higher bandwidth broadband networks such as emerging 4G LTE mobile data networks and Inmarsat's forthcoming Global Express broadband satellite network, it provides live video from the field in full 1080i at 25 or 30fps, at data rates as low as 2Mb/s. Using the latest generation of Blackmagic Designs USB3 and Thunderbolt interfaces, Live-X can support cameras with HD-SDI and HDMI outputs.

The enhanced M-Link Newscaster store and forward solution will also be making its debut, now boasting a 10% improvement in encoding speed alongside a 15% increase in video quality¹ and support for MXF and AVC Intra source files. Designed to enhance the workflow efficiency of news crews, this new development removes the encoding step when exporting edited stories from their NLE software. M-Link Newscaster works directly with the source media used by the NLE so that only one transcode step needs to be applied to the source media, thus saving significant time and avoiding unnecessary video degradation resulting from unnecessary encoding steps.

Commenting on Livewire Digital's attendance at IBC, Tristan Wood, Managing Director, said, "For mainstream broadcasters looking to implement HD workflows, we believe the M-Link range has the requisite support and advanced features, as demonstrated by early M-Link HD adopters like Sky News, Sky Sports and Reuters".

For further information on Livewire Digital please visit www.livewire.co.uk

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Ends

Issued: 13.8.12

Ref:

To download a higher resolution version of this image, visit:
http://www.livewirepr.com/fileadmin/user_upload/images/high_res/LD_01.jpg

Notes:

1. *Video encoding quality as measured using standard PSNR and SSIM evaluation.*

About Livewire Digital:

Livewire Digital Ltd. is a leading provider of live and store & forward video solutions for Mac and Windows platforms and has in-depth knowledge in satellite communications such as Inmarsat. Livewire also offers bespoke hardware and software solutions and a range of HD cameras designed for extreme sports.

About IBC:

IBC 2012 is the premier annual conference and exhibition for professionals engaged in the creation, management and delivery of electronic media and entertainment content worldwide. www.ibc.org

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