Leveraging LiveU Technology for Citizen Journalism

Citizen Journalism in Contemporary Newsgathering

With the worldwide proliferation of smartphones and robust cellular infrastructure over recent years, User Generated Content (UGC) has undoubtedly become one of the major vectors for discovery and acquisition of breaking news. This explains why today's broadcasters and media outlets are on the lookout for the best method to incorporate this potentially valuable source of content into their existing networks and workflow.

LiveU has a series of solutions that provide important tools to the news gathering community, empowering "the man on the street" to deliver live video content using little more than an app on their smartphone. **LiveU's LU-Smart** is a standalone application that can be installed on iOS or Android phones, and that transmits high quality live video directly into LiveU Central for use back at the station MCR or headquarters.

LiveU BeFirst

Taking the LU-Smart to a whole new level, LiveU's BeFirst is a solution for integrating LiveU's Smart Technology into your existing mobile applications. This integration provides immediate benefits:

- Determine which of your app-bearing users are in any specific geographical area, and message them directly
- Add the ability to stream high-quality live video from any cellphone that has installed your application directly to your back office

BeFirst has two parts: a software component, or "SDK" that plugs into your existing mobile application and that provides live video streaming, and the LiveU Central hosted back-end system that allows control of this stream via any web browser.

- Broadcasters and Publishers can now include LU-Smart bonded video transmission capabilities directly in their news apps with ease
- Using Geo-location services, publishers can invite users in breaking news locations to start streaming video directly to the company's LiveU Central account
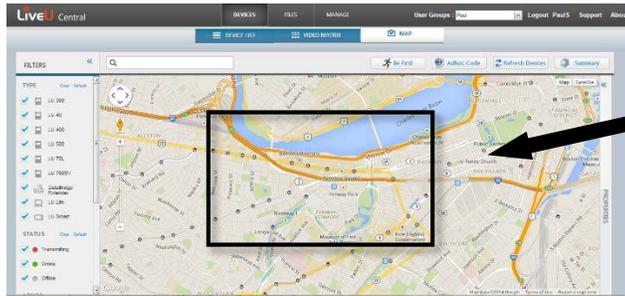
ADVANTAGES

- Greatly expands your potential to bring breaking news **before the competition**
- **Leverage** your current app installed user-base
- Provides an end-to-end Citizen Journalism solution
- **Field-proven** with over 200,000 downloads
- API / White-label operation as part of your main **iOS** or **Android** app

Boost your breaking-live coverage potential

The BeFirst Back-office

Once you have integrated the BeFirst SDK into your mobile application, you will be able to search for users of your app based on their geographical location, and then contact them directly.

1 Define the **region** you're interested in by using special *BeFirst* commands in LiveU Central's web-based interface

2 *BeFirst* will **broadcast** a message to all of the devices included in that region, asking the users if they're interested in going live
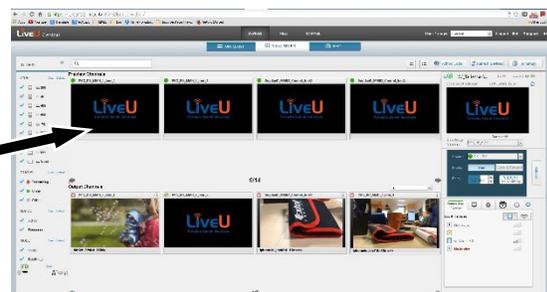

3 The user can now start broadcasting live video breaking news to LiveU Central using their **mobile** phone

4 The user's video stream will be shown in LiveU Central, where it can be routed to SDI for **broadcasting** or to any CDN for **streaming**

The LiveU Central back-end system provides all of the functionality required to message users, and to manage and route incoming video to the outputs required in your existing workflow.

For more information about LiveU BeFirst or any of our other new services, please contact:

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White-Label Integration for Enhancing Your Apps