

LiveTX.com™
7–8 Charlotte Road
London EC2A 3DH

T +44 (0) 20 7613 0207
F +44 (0) 20 7613 0204
E mail@livetx.com



LiveTX™ Limited, 7–8 Charlotte Road, London EC2A 3DH, UK
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LiveTX Company Profile

LiveTX™ is a streaming technologies company specialising in both live and store-and-forward remote broadcasting solutions. LiveTX enables:

- Instant Global Connectivity
- Live & Remote Broadcast Capability
- Niche Content Provision for Entertainment Portals

The LiveTX offer is based around the LiveTX™ Unit – a proprietary Internet broadcast communications system which can be used by one person to send live video and audio onto the Internet from anywhere in the world. The system includes bespoke solar power and the ability to provide website updates and maintenance from the field. In addition, LiveTX can offer streaming solutions over existing fixed-line telecommunications infra-structures.

LiveTX Services

LiveTX have teamed up with major industry players including Globix, Nera Satellite Services, Sorenson Broadcaster, RealNetworks and QuickTime to provide a full turnkey webcasting service, from on-site capture to final user delivery. We offer the following products and services:

- Consultation on Project Viability
- Webcast Strategy Development
- Bespoke Streaming Solutions
- End-to-end Project Management
- Web Design & Programming
- Stream Teams & Broadcast Production Crews
- Equipment Hire
- Bespoke Airtime Packages
- Streaming Servers provided by Globix
- Archive, Maintenance & Reporting
- streamDaddy™ Interactive Advertising*

*LiveTX™ has a worldwide licence to use streamDaddy™ proprietary interactive advertising products

LiveTX Business Units

LiveTX has two business units, LiveTX™ Remote Production Services and LiveTX™ Fixed-Line Production Services.

Remote Production Services

LiveTX designs and produces in-the-field broadcasts for a wide range of international explorers, expeditions and extreme sports events. Our tailor-made streaming solutions provide live global event coverage from the most extreme and inhospitable places on Earth. LiveTX remote events include:

Remote Events

- **Sheer7** (2000–2002)
Sheer rockface climbing in each of the seven continents. The first climb was up Lows Gully Wall in Borneo in March 2000. Live progress reports and rock-face coverage was achieved via two remote helmet-mounted cameras beaming live pictures onto the Sheer7 website. A Stream Team and a third camera at base camp carried out the transmissions. Subsequent climbs will be taking place in Africa (Madagascar), Antarctica (Queen Maud Land), Asia (Pakistan), South America (Patagonia), North America (Baffin Island) and Europe (Norway).
- **ChamJam** (1999–2001)
Yearly freestyle sport and music festival held Chamonix in the French Alps. This year's event runs from March 5th-9th 2001. LiveTX will be there for the third year running providing daily reports from Chamonix. This will include footage and interviews from the Big Air, Moguls, Cross-Course and Half-Pipe events.
- **Gobi Desert, Mongolia** (December 1999)
The world's first live, remote, portable Internet broadcast, demonstrated on BBC1's Tomorrow's World in front an audience of 6.5 million. The transmission was carried out from the middle of the Gobi Desert in freezing temperatures of minus twenty degrees. The LiveTX website was updated entirely from remote with movies, pictures, text and QTVRs (360-degree virtual reality images).
- **Mera Peak** (September 1999)
Initial equipment testing at the 6200m Mera Peak in the Himalayas. Daily audio diaries broadcast to LiveTX.com over the three-week trek.

Remote Customer Groups

B2B2C/B2C, Defence, Aviation, Space, Maritime, Offshore, Construction, Aid Relief, Emergency Services, Expeditions, Extreme Sports, Internet Entertainment Portals, Internet Content Providers

Fixed-Line Production Services LiveTX designs, produces, hosts and enables live and store-and-forward webcasting via fixed-line for corporate and government bodies. Fixed-line events include:

Fixed-Line Events

- **Commonwealth Day** (March 12th 2001)
Live two-way Internet debate between schools in London and South Africa, hosted by the English Speaking Union (ESU) in association with the Foreign & Commonwealth Office. Pupils from ESU member schools will be able to pose questions to the panel via the Commonwealth Day pages of the LiveTX website.
- **Americas Day** (July 11th 2000)
Live two-way Internet debate between schools in London and Bermuda as part of America's Day. Hosted by the English Speaking Union in association with the Foreign & Commonwealth Office.
- **Trans-Atlantic Debate** (March 14th 2000)
World's first live two-way Internet debate held between a school in London and the University of Vermont. Hosted by the English Speaking Union in association with the Foreign & Commonwealth Office.

Fixed-Line Customer Groups

B2B/B2G, Media, Government, NGOs, Construction, Surveillance, Internet Entertainment Portals, Internet Content Providers

We can provide bespoke remote and fixed-line streaming solutions for any event depending on your specific needs and budget requirements. Please feel free to call, send us an email or visit our website for more information.

Contact

James Andrews
j.andrews@livetx.com
or
Bruce Parry
b.parry@livetx.com

Tel +44 (0) 20 7613 0207
Fax +44 (0) 20 7613 0204

www.livetx.com

Frequently Asked Questions

Who else could benefit from LiveTX?

LiveTX has a variety of applications. For example, the CEO making his keynote speech to shareholders and clients around the world, to company sales training, new product launches, city financial announcements, training programmes, etc.

What is streaming media?

Streaming media is content (normally video and audio data) which is delivered from a streaming server and received by a client computer without significant delay in starting. At no point is the file 'downloaded', instead data is passed through the receiving computer in the same way a television receives a terrestrial broadcast.

How does the LiveTX Remote Broadcast Unit work?

The LiveTX Unit transmits live broadcasts using a laptop running real-time compression software that sends a data stream via portable satellite to a streaming server. The streaming server then delivers the content across the Internet. The solution is patent-protected and exclusive to LiveTX.

Where can the LiveTX Unit work?

The LiveTX Unit can perform literally anywhere in the world, as long as a spot beam connection can be made with the nearest satellite. A remote broadcast is only necessary if a fixed-line solution is not possible due to location.

What is fixed-line webcasting?

Fixed-line webcasting works in the same way as remote webcasting, except that the data stream is sent via fixed-line telecommunications such as an ISDN line, and not via satellite.

What software is required to view content?

The principal streaming media players are QuickTime Player and RealPlayer, downloadable free over the Internet. Services can also be provided for Microsoft's Windows Media Player. Once the player is installed end-users can access streams via a traditional web address (URL).

How many people can watch the event?

Globix streaming servers can currently cater for 100,000 simultaneous viewers, although this figure can theoretically be scaled up indefinitely for major events. The pricing structure depends on how many viewers log on to the stream, at what bandwidth and for how long.

Who are Globix?

Globix are our streaming server partners and are a very well known name in computer networking, especially computer financial services. Globix have expanded into streaming video applications with the opening of two Global Internet Exchange Centres in London.

What is 'store-and-forward'?

A store-and-forward solution involves independently encoding and uploading video data to a streaming server, where it remains until requested 'on demand' by the viewer. Store-and-forward solutions enable video to first be edited before being compressed and broadcast. Editing store-and-forward movies from remote is also achievable using LiveTX. All live streams can be subsequently be converted to 'on demand' streams after the event.

What is streaming picture and sound quality like?

The quality of pictures and sound depends on the speed of the end users Internet connection. Low-bandwidth 28k modems can only handle low resolution, jerky images with 'telephone' quality sound. As bandwidth increases from 56k to ISDN and upwards, image quality improves dramatically. As broadband connections gradually become more commonplace, issues of picture and sound quality will quickly become a thing of the past.

Can LiveTX stream an event that is already being filmed?

Yes. The encoding hardware is independent of other production equipment, but will require audio and video feeds from the main production system.

Do video production values change for webcasting?

Slightly, yes. Due to the way the encoding system works some camera shots do not work well for webcasting. Sweeping pans, excessive or handheld camera movement and dissolves do not perform well. Tripod camera shots perform better making images less jerky and more stable for better viewing over the web. Also, an adequate lighting and sound set-up is essential in providing a good quality stream. Even picture quality that is acceptable on a standard television screen may not compress adequately enough for a successful webcast.

How much does it cost?

Pricing is available on request. Invariably we can provide bespoke streaming solutions for any event depending on your specific needs and budget requirements.