



3D Video Comes Of Age—LiveCast Media Announces World’s First Unified 3D Video Delivery

Stream live video from any 3D device to any 3D device, including: home theatres, set-top boxes, laptops, mobile phones and broadcast TV

Aug 16, 2011 - MONTEREY, California and VANCOUVER, British Columbia – August 16, 2011 - From the 2011 Concours on the Avenue, exhibition in Carmel-by-the-Sea, California, LiveCast Media today announced the first unified live 3D video streaming and delivery platform. LiveCast’s cloud based architecture enables anyone to broadcast 3D video up to 1080p/i HD quality and instantly have it viewed on any 3D video enabled device, including: home theatres, set-top boxes, laptops and mobile phones.

“We are very pleased to have these new broadcasting technologies bringing our event, Concours on the Avenue, Carmel-by-the-Sea, California to far more people and in a much more realistic way than ever before,” said Doug & Genie Freedman, Founders of Concours on the Avenue event. “To see and appreciate these extraordinary collector cars and their owners, gives people the chance to feel like they are actually here with us, sharing in the full three dimensional reality of this extraordinary event.”

“The goal of For Locals Only LLC is to bring the communities of the world together,” said Gary Hamada, Larry Weingarten, & Neal Kruse of For Locals Only LLC. “Working with LiveCast Media and employing their exciting new 3D live broadcasting technologies has made it possible for us to achieve our goals in ways never before possible.”

LiveCast’s innovative solution is particularly timely towards enhancing the new 3D enabled mobile phones now entering the global marketplace, such as the HTC EVO 3D and LG Thrill.

“It has been a pleasure partnering with the For Locals Only team to offer the world’s first convergent live 3D webcast,” said William Mutual, CEO, LiveCast Media. “This achievement is the result of overcoming major technical hurdles and will greatly propel the onset of the 3D ecosystem and available of enhanced content.”

To view this 3D event live or on-demand on your 3D device without need for glasses, go to:
<http://demo.livecast.com/3d/>

LiveCast is working with existing enterprise customers and mobile operators to provide the technology for a variety of use cases including: news gathering, healthcare, security, public safety, field maintenance, and public safety. LiveCast will be adding vertical specific features, which will further extend the value for unique applications within those industries.

About LiveCast

LiveCast offers the most complete solution for streaming live video from the field. The Company’s product line features low-latency applications for monitoring and output of numerous live mobile streams simultaneously, including HD video output. LiveCast feeds can be viewed by authorized personnel on mobile phones or computers. Pioneering the concept of DIY broadcasting using a cell phone as early as 2005, LiveCast now offers an on-the-go solution for breaking news, emergencies in the field, law enforcement and for any other event where it’s critical to see what is happening in the field in real-time. LiveCast is headquartered in Vancouver, Canada with sales offices in New York. For more information, please contact: Jennifer Blome, LiveCast PR, (604) 844-2263 or visit: www.livecast.com.