



# Air Control Overview



Make live happen! Air Control is a broadcast orchestration platform that simplifies and streamlines live production workflows. The cloud platform effortlessly delivers flawless live programs of any size using existing teams and tech infrastructure.

## About LiveU

LiveU is shaping the future of live video, powering video production workflows and cloud services for news, sports, and other verticals.

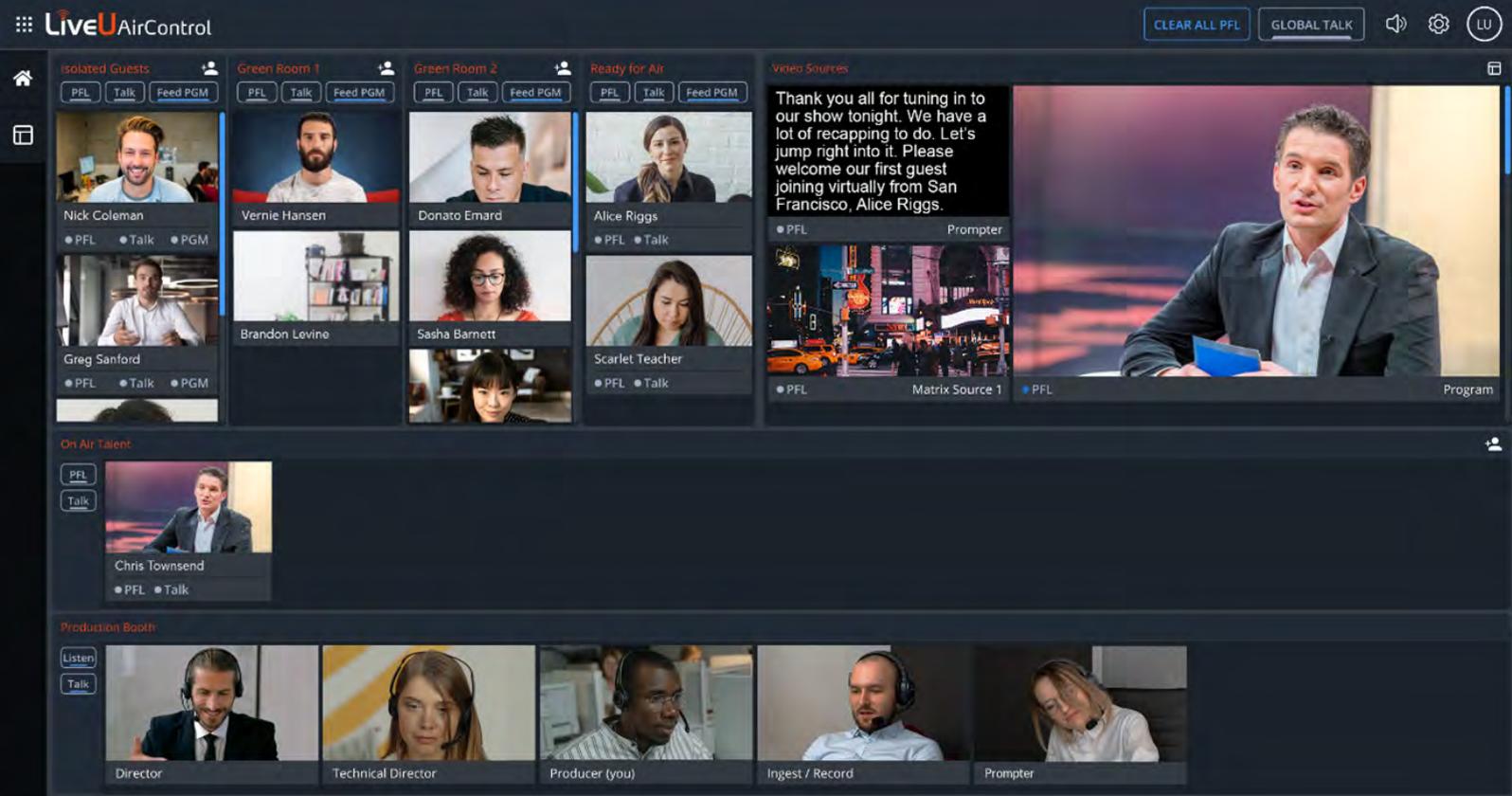
Building on our global market leadership and innovation, LiveU offers the highest quality, reliable and cost-effective end-to-end solutions for all types of live productions – producing more for less. Our broad portfolio ranges from our portable production-level field units and smartphone apps to satellite/cellular hybrid solutions and our next-gen cloud-based IP management and distribution platform.

With over 4,500 customers in 150 countries, LiveU's technology is the solution of choice for global broadcasters, sports and other organizations (including government, education, public safety, enterprise, and production houses), streaming live video to TV, mobile, online, and social media.

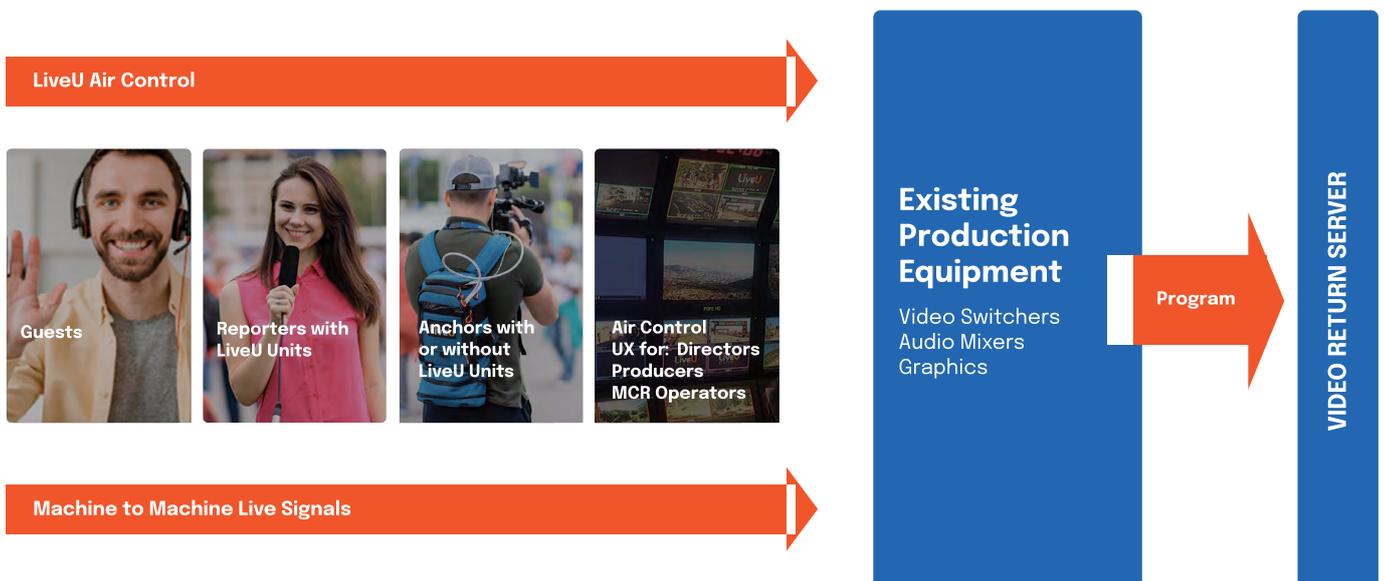
LiveU is a recipient of Frost & Sullivan's 2021 North America New Product Innovation Award for its LU800 unit and a winner of the 71st Annual Technology & Engineering Emmy® Awards in recognition of its innovation and achievement in Video over Cellular Internet Protocol (VoCIP) technology.

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Air Control serves as a single collaboration platform for everyone involved in the production, including engineers, editorial, anchors, reporters, announcers, and guests, removing risk and complexity. The cloud platform acts as an orchestration and transmission layer to get the live feeds into the system, while giving crews the tools to manage all the human elements.



## Where does Air Control sit in the Workflow?





## Benefits



### Built for broadcasters

Air Control enables broadcast-grade video and audio, powered by LiveU's dedicated video and audio protocol, LRT™ (LiveU Reliable Transport). It serves as a high-quality, reliable replacement for consumer video conferencing systems which were not designed for broadcast purposes.



### Fits into your workflow

Air Control works with your production system – local, remote or cloud. The platform streamlines and simplifies the production workflow by connecting the control room, in the field talent and crew, and existing technology infrastructure (video, audio, comms etc.) under one umbrella platform.



### Reduces your carbon footprint

With the pandemic, it has been paramount to go live using new and unique production workflows. On-premise, remote, from home, from the road, during business hours, and after hours, Air Control works wherever, whenever you need it. This cloud-based platform reduces operational costs, travel, equipment shipping, and coordination, enabling a sustainable workflow.



### Frictionless install

Use it immediately – with or without existing LiveU infrastructure. Air Control allows you to keep your existing infrastructure. There's no need for additional computers, servers, or hardware. You can simply use the devices, laptops, phones and tablets you already use day to day.



### Human centric

Built for people – not machines! Air Control enables seamless coordination of production crews and talent. The ease of use of the features such as “Join a Production” allows for talent and guests to get on air quickly and seamlessly.

## Air Control subscription includes:

- ✓ **Seeing and hearing everyone** in the production – both on-camera talent and behind the camera crew
- ✓ **Virtual production booth** that includes mix-minus rooms, and the ability to listen pre-fade and for talent and crew to join from any device
- ✓ **Invite guests with 1 click**, avoid exposing too much control to guests the way consumer video conferencing tools do, and route your guest as an isolated, high quality feed to your LiveU output
- ✓ **Talk and listen to participants**, facilitating great interviews, two way conversations, and of course coordination
- ✓ **Build shows & control rooms** so that your workload is organized to match the real world
- ✓ **Integrated multiviewer** to monitor everything going on in your production
- ✓ **Flex days and auto-scaling** means you can make last minute additions and changes to your production without worry



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Each Air Control seat provides one floating login to the Air Control production orchestration system, which provides total control over your live production by combining audio comms, video comms, studio feeds, and guest contribution into a single platform. Each floating seat can be used by one production team member, talent or guest user in the Air Control system. Additional people you bring into your production may use a surge seat, which may incur additional billing depending on your current allowance and settings.