



Vobile Selected to Demonstrate at the Largest Capitol Hill Tech Policy Exhibition

VideoDNA Content Identification Highlighted as Key Enabling Technology for Internet Video

Santa Clara, California – January 12, 2009 –Vobile, the leading provider of video content identification and management services, is invited to demonstrate its VideoDNA content identification technology at the 12th Annual Congressional Internet Caucus Advisory Committee Kickoff Technology Policy Exhibition, on January 13, 2009 at the Hart Senate Office Building in Washington, DC. The annual Tech Policy Exhibition, now the largest and longest running event on Capitol Hill, will highlight some of the key issues that will continue to impact policy-making in the 111th Congress. Hands-on demonstrations of the latest technologies will help illustrate these policy issues and possible solutions.

The proliferation of the Internet as video and audio content distribution platform has created new opportunities for content rights holders, distributors and consumers. It also presents new policy issues that law makers need to address. Automated video and audio content identification is widely regarded as a key enabling technology that is helpful to resolve relevant policy issues.

In this Exhibition, Vobile will be demonstrating real-life applications that use its VideoDNA content identification technology. Vobile content identification and management systems have been successfully deployed by major movie studios, TV networks and Internet video distributors worldwide.

Internet Caucus Co-Chair Senator Patrick Leahy will preview the technology issues that be drivers for Internet innovation and policy making decisions. The goal of this annual tech exhibition is to bring cutting edge technology demonstrations to Capitol Hill that illustrates the power and flexibility of the Internet as medium for communications, commerce, and democracy. The event will feature about 30 hands-on demonstrations from major companies and innovators. It will be attended by members of Congress, congressional staff, reporters, and representatives from the government agencies and private sector organizations.

"We are pleased to be invited by the Congressional Internet Caucus Advisory Committee to participate in the annual Tech Policy Exhibition," said Yangbin Wang, CEO of Vobile. "As the leading provider of video content identification and management services, we have extensive working experience with major content rights holders and Internet distributors globally. We will help illustrate some key policy issues and demonstrate possible solutions that could unlock the full potential of Internet video economy."

About Congressional Internet Caucus Advisory Committee

The Congressional Internet Caucus Advisory Committee is a diverse group of public interest, non-profit, and industry groups working to educate Congress and the public about important Internet-related policy issues.

For more information on the event, please visit <http://www.netcaucus.org/events/2009/kickoff/>.

About Vobile

Vobile® is the leading provider of video content identification and management services. Its core VideoDNA technology enables fully automated identification, tracking and management of any video and audio content with high performance, accuracy and scalability. Vobile operates a very large scale database of VideoDNA for content identification and video search services. Founded in 2005, the company is headquartered in Santa Clara, California. For more information, please visit the company website at <http://www.vobileinc.com>.

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Media Contact:

Allyson Hoffman

Vobile, Inc.

Email: pr@vobileinc.com