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Vobile VideoDNA 3D Goes Live at NAB 2010

3D video continues to represent the latest growth opportunity of digital entertainment

LAS VEGAS, April 13 /PRNewswire/ –Vobile, the leading provider of video content identification and management products and services, today showcased VideoDNA™ 3D, a solution specifically designed to track and protect 3D video content. The Vobile solution was integrated into the AMV 3D truck, demonstrated in the Sony booth at this year's NAB conference. Vobile has taken its award-winning VideoDNA technology to the next level of supporting 3D video content.

As recent huge success of 3D movie releases has shown, 3D brings an exciting new dimension to not only feature films and TV shows, but also live events such as concerts and sports games. Television broadcasters and cable programmers are increasing their investment in 3D video content. As the 3D explosion continues to progress, content protection using VideoDNA 3D is becoming essential to the new 3D video business.

To see the live demo, please visit the AMV 3D Truck located at the Sony booth at section C11001.

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 the VideoDNA Database (VDDB®), which is the most comprehensive database of authorized video fingerprints, metadata and business rules from major movie studios, television networks and record labels. Founded in 2005, the company is headquartered in Santa Clara, California, with additional offices in China and the United Kingdom. For more information, please visit <http://www.vobileinc.com>.

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