

# BUSINESS

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### MORE NEWS

**INFORMATION TECHNOLOGY** | Tony Chua, Singapore  
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#### EDBI invests in Vobile's expansion in Asia Pacific

EDBI helps leading provider of video content identification and management products and services accelerate its growth.

Vobile on Monday announced its plan to expand operations in Asia Pacific by establishing its regional headquarters in Singapore. EDBI, an investment firm headquartered in Singapore with worldwide presence, has made a strategic investment in Vobile to help accelerate its growth plan, according to a Vobile report.

Vobile VDNA® technology is recognised as the gold standard in online video content identification services. Vobile content identification services have been widely deployed by major Hollywood studios, television networks, cable programmers and sport leagues. The ability to accurately identify and automatically track digital content usage online will help rights holders unlock the huge revenue potential on emerging new media platforms, such as Apple iPad or online video streaming sites.

"The pervasiveness of digital media content requires scalable and cost-effective solutions to protect and enforce copyright. This is particularly true in Asia. Through Vobile, EDBI will strengthen the digital media content ecosystem and allow content developers to reap the full economic benefits of the contents they have created, thus ensuring a vibrant digital media industry in Singapore," said Chu Swee-Yeok, CEO of EDBI. "We look forward to working closely with Vobile in expanding its Asian footprint using Singapore as its headquarters, and in growing new capabilities in digital media sector."

"We have made solid progress recently in Japan market as a result of our partnership with Sony PCL. Asia Pacific holds great potential in digital media distribution and consumption because of its advanced broadband and wireless infrastructure and vast population. Many of our customers have their Asia Pacific headquarters in Singapore," said Yangbin Wang, CEO of Vobile. "We are pleased to have EDBI as our new strategic investor and partner. With strong local support, I am confident that our future growth in the region will exceed our plan."

#### BY TONY CHUA

##### Great Eastern Holdings takes over Malaysia's Tahan Insurance



Completion of \$6.43m acquisition from Bank Negara through Overseas Assurance Corporation Malaysia expected on fourth quarter.

- > Olam International to establish Cote d'Ivoire cocoa site
- > Asia Pacific office property markets headed for growth
- > UPS appoints Greg Carstens Managing Director UPS Singapore
- > DBS joins triResolve for OTC derivatives portfolio reconciliation

#### TOP NEWS

##### CapitaMalls Asia launches three more subsidiaries



As part of its ongoing business developments in Singapore, CMA is establishing a trust service company and two investment holdings.

- > SGX lists Deutsche Bank
- > Soilbuild Group to divest Penjurong Hub for S\$60m
- > CapitaLand subsidiary issues S\$350m 4.3% fixed rate notes
- > Talkative colleagues the most distractive influence at work

#### INFORMATION TECHNOLOGY NEWS

##### PropertyGuru inaugurates portal dedicated to Singapore's commercial properties



With cooperation of major developers as partners, CommercialGuru.com.sg lists over 7,000 spaces for lease and sale.

- > Singaporean linked with Apple executive on kickback charge
- > Poll shows 63% consider country-vs-country cyber-espionage acceptable
- > STB and Microsoft deliver information sharing platform
- > Elixir Technology and Netezza provide business analytics solutions

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##### ECONOMY

##### Now what Singapore?



Predicting the future can be a notoriously tricky business.

##### FINANCIAL SERVICES

##### Don't be the crash dummy for your long-term investment strategy



Patricia Pascuzzo explores the many benefits of using 'strategic conversation' and scenario analysis to develop successful portfolio strategies.

##### FINANCIAL SERVICES

##### Diversification: A Look at Risk Factors



Garry Hawker examines some of the latest thinking around risk factors, 'return drivers' and whether they are a more effective means of diversification versus an asset class approach.

##### HR & EDUCATION

##### As employment markets free up, does the power currently sit with employer or employee?



This question although controversial is definitely being tested across the board at present with many finding it a cryptic puzzle to solve.

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#### MOST READ

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- 3 Tiger Airways launches 45-cent fares to Malaysia and Thailand
- 4 SGD approaching near record high against USD
- 5 Massive flow of foreign money into Asian stocks, Bonds
- 6 All Singapore telcos to launch iPhone 4G on 30 July
- 7 Singapore's 13%-15% economic boom lifts property sector
- 8 Leader Environmental Technologies Limited lists on SGX
- 9 Kreuz Holdings lists on SGX
- 10 Don't be the crash dummy for your long-term investment strategy
- 11 StarHub to launch iPhone 4 on July 30
- 12 Talkative colleagues the most distractive influence at work
- 13 Keppel Land grows profit to \$134.7m in the first half of 2010
- 14 Singapore property market segments rebound in 2Q 2010
- 15 Diversification: A Look at Risk Factors