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## **Vobile Announces Landmark Deployment of VideoDNA(TM) Content Identification and Management System**

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SANTA CLARA, Calif., May 1 /PRNewswire/ -- Vobile, a leading provider of video content identification and management products and services, announced today a landmark deployment of its VideoDNA(TM) content identification and management system with Pomoho.com, one of the largest and most popular video sharing websites in China. With the integration of Vobile's VideoDNA(TM) system, Pomoho's online infrastructure now includes effective copyright infringement control and targeted video advertising. The improved Pomoho platform offers an enhanced user experience and enables new revenue streams for content rights holders.

China's Pomoho.com offers three million video titles in its online library, including user generated and professionally created video clips, and attracts two million unique viewers each day. It is ranked among the top three most popular video sharing websites in China, according to a recent study by the Internet Society of China.

The VideoDNA(TM) content identification and management system analyzes each and every video clip uploaded to Pomoho before it becomes available to Pomoho's user community, and applies appropriate business rules according to rights holders' specifications. As video spam surges and consumer frustration increases, VideoDNA(TM) also improves consumers' online experience. Additionally, targeted video advertising brings new revenue to rights holders, large or small.

"Pomoho is committed to delivering the best online video experience to our community," stated Mr. Gen-Liang Wu, founder and CEO of Pomoho. "The Vobile VideoDNA(TM) system ensures that our users enjoy legitimate video content freely, while generating revenue for rights holders via targeted advertising."

"Pomoho represents the first large-scale deployment of VideoDNA(TM) content identification technology, which analyzes video content itself frame-by-frame instead of matching the sound track, as many other systems do," stated Yangbin Wang, founder and CEO of Vobile. "This is a strong validation of the performance and scalability of our VideoDNA(TM) system. We are ready to service the pent-up demand of video identification for online communities worldwide."

### About Vobile

Vobile is a leading provider of video content identification and management products and services. Its core VideoDNA(TM) content identification and management technology enables fully automated identification, tracking and management of any video content with high performance, accuracy and scalability. Founded in 2005, the Company is headquartered in Santa Clara, California with an additional R&D Center in China.

### About Pomoho.com

Launched in 2006, Pomoho.com is one of the most popular video sharing websites in China. The company was founded by Mr. Gen-Liang Wu, a former executive of China Telecom and ChinaVNET broadband services. During the past two years, Pomoho.com has built a robust online video-sharing infrastructure with advanced advertising capability, amassed a huge dynamic content pool, and attracted a fast growing, loyal user base. It is poised to become a large distribution platform for global video Content.

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