

TVU and Vobile Announce First Commercial Deployment of Digital Fingerprinting for Live Event Producers and Content Owners

Integration of VideoDNA Live and TVU's Broadcast Appliances introduces unprecedented content protection and monetization opportunities

NEW ORLEANS, May 19 /PRNewswire/ -- (The NCTA Cable Show) -- TVU Networks, <http://www.tvunetworks.com>, a live Internet TV service with a user base of over 18 million viewers, and Vobile, <http://www.vobileinc.com>, a leading provider of video content identification and management products and services, jointly announced today the availability of a groundbreaking end-to-end content delivery platform with enhanced security for live Internet TV broadcasting.

TVU, developers of the TVUBroadcast software and the TVU BD1000 Broadcast Appliance, today offers some 300 live channels through its downloadable TVUPlayer, on <http://www.tvunetworks.com> and through its syndication partners. TVU's solution is turnkey, offering effective monetization capabilities for content owners, including geo-filtering, subscription services and personalized in-stream ad insertion tools.

Vobile's latest product offering VideoDNA(TM) Live is a solution specifically designed for live broadcast events such as the 2008 Beijing Olympic Games. The VideoDNA Live service offers broadcasters and rights holders real-time digital fingerprinting, fully automated identification, and tracking and monetization of live media content on the Web. It allows content owners, broadcasters and content distributors to identify and track unauthorized uploads of broadcast content within minutes of the event taking place.

The integration of VideoDNA(TM) Live into TVU's BD1000 Broadcast Appliance takes rights management of live content to the next level. Together, TVU and Vobile will offer unprecedented ease of use and strong content protection for broadcasters and content rights holders.

TVU CEO Paul Shen states, "The strategic alliance and technology integration between TVU and Vobile marks a significant milestone. With a single TVU BD1000 Broadcast Appliance, broadcasters can now not only deliver their content with zero traffic costs and effectively monetize with in-stream ads, they are now ensured of full copyright protection."

"Our VideoDNA Live technology is a perfect match for TVU's live Internet video service," stated Yangbin Wang, Founder and CEO of Vobile. "Together we are changing the landscape of Internet content rights management by fingerprinting broadcast TV content in real-time, enabling media and Internet companies to collaborate in protecting valuable video and audio assets while delivering better consumer experience by assuring that the video they view is the authentic content with higher quality."

The TVU/Vobile joint solution is being launched and demonstrated at The Cable Show in New Orleans, May 18th to the 20th, in TVU's booth in Hall B-1, Booth number 437.

About Vobile:

Vobile(R) is a leading provider of video content identification and management products and services. Its core VideoDNA(TM) 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, visit the Vobile Web site at <http://www.vobileinc.com>.

About TVU Networks:

TVU Networks, <http://www.tvunetworks.com>, delivers a live global TV service transmitted via the Internet. The service combines patent-pending Real-time P2P television delivery technology with a global network of content providers to bring viewers programs that they won't find on their local cable and satellite TV system, including sports and news from around the world. For TV broadcasters, both professional and amateur, TVU Networks offers a cost-effective turnkey solution to reach a global viewer base with an unlimited channel capacity and very low broadcasting costs. TVU's solution offers effective monetization capabilities for content owners, including geo-filtering, subscription services and personalized in-stream ad insertion tools. The TVU service has been downloaded by over 18 million viewers in 200 countries, and is currently shipping bundled with all HP Pavilion consumer laptops.

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