

Vobile Named AlwaysOn OnHollywood 100 Winner

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VideoDNA Content Identification Wins Key Enabling Technology Award

SANTA CLARA, Calif., April 28 /PRNewswire/ -- Vobile today announced that it has been named to the 2009 OnHollywood 100 List. The OnHollywood 100 Award is given to private, emerging technology companies in the media and entertainment industries. Vobile was selected by the AlwaysOn editorial team based on demonstration of growth, market opportunity, quality of innovation and customer traction.

"Our VideoDNA content identification services have been adopted by major Hollywood studios, TV networks and record labels," said Yangbin Wang, CEO of Vobile. "The Internet has changed the music distribution business. Broadband is now making a huge impact on global video distribution. Vobile stands ready to help rights holders protect, promote and monetize their premium content in ways they want."

Vobile and the other OnHollywood 100 winners will be recognized at OnHollywood, April 27th-29th at The Sofitel Hotel in West Hollywood. OnHollywood is where cutting-edge technology CEOs from the back streets of Silicon Valley meet the Hollywood digital entertainment and media elite. This two day executive event features high-level debates that examine the forces which are disrupting user behavior and creating new opportunities, content strategies and monetization schemes in the video, music, gaming, and mobile industries.

"This year's OnHollywood 100 companies represent the future of entertainment and spotlight how technology and digital media have and will continue to deeply impact the entertainment industry as we know it," said Tony Perkins, founder and CEO of AlwaysOn. "Despite the economic downturn, the pace of innovation continues to progress, making this year's selection even more difficult. We are pleased to see what 2009 has in store for the entertainment industry and we are happy to reveal the 2009 OnHollywood 100."

The OnHollywood 100 winners were selected from among hundreds of other technology companies nominated by investors, bankers, journalists and industry insiders. The AlwaysOn editorial team conducted a rigorous three-month selection process to finalize the 2009 list.

A full list of all the OnHollywood 100 winners can be found on the AlwaysOn website at <http://alwayson.goingon.com/permalink/post/31890>.

About Vobile

Vobile(R) is the leading provider of video content identification and management 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 the VideoDNA Database (VDDB(R)), 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 the company website at <http://www.vobileinc.com>.

About AlwaysOn

AlwaysOn ignited the open-media revolution in early 2003 by being the first media brand to launch a global blog network. In 2004, AlwaysOn continued to lead the media industry in innovation by introducing a social network where members can connect and engage. AlwaysOn is also revolutionizing the media business by applying its open-media principles to its executive event series (Stanford Summit, AlwaysOn Hollywood, AlwaysOn Media and GoingGreen) and quarterly print "blogozine" by empowering its members to post and share their ideas and meet each other online. As our loyal readers know, AlwaysOn is committed to the free-market, merit-driven approach to reporting and event programming. No other media brand has dared to create such open interaction

with its readers and event participants.

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