



Quote | Chart

All CNBC | News | Video

Enter Symbol

GO

Symbol  
Lookup

Enter Keyword

SEARCH

Currency Trading  
NOW AVAILABLE

First in Business Worldwide

Welcome, Guest

HOME NEWS MARKETS EARNINGS INVESTING VIDEO CNBC TV CNBC PLUS CONTEST

Register | Sign In

U.S. ASIA-PACIFIC EUROPE ENERGY GREEN POLITICS TECHNOLOGY BLOGS LATEST NEWS SLIDESHOWS SPECIAL REPORTS CONTEST



ONE OF BARRON'S TOP ONLINE BROKERS, THREE YEARS RUNNING.\*

TRY IT NOW

\*Barron's '06, '07, '08.

## Vobile Appoints Usha Srinivasan Vice President of Product Marketing

| 02 Jun 2008 | 04:03 PM ET

Font size: [A](#) [A](#)

SANTA CLARA, Calif., June 2, 2008 /PRNewswire via COMTEX/ -- Vobile, a leading provider of video content identification and management services, today announced the appointment of Usha Srinivasan as Vice President of Product Marketing. Srinivasan will be responsible for defining and managing the Vobile(R) VideoDNA product portfolio. She will also lead the effort to create and market Vobile solutions targeted at various stakeholders in the new Internet video value chain.

Srinivasan has more than seventeen years of experience in high-tech product management, marketing, business strategy, mergers and acquisitions and product development. She has held key positions at network infrastructure, enterprise and entertainment technology companies. Prior to Vobile, Srinivasan was Senior Director of Product Management at Macrovision where she was responsible for managing software products and network services for enhancing digital video, music and games. Additionally, she created and launched several first-to-market products in her career including the industry's first streaming media cache which she launched while managing Inktomi's Media Products.

"Given her deep expertise in Internet video technologies and her outstanding track record as a customer-focused product marketer, Usha is an ideal addition to our management team," stated Yangbin Wang, Founder and CEO of Vobile. "Usha brings a strong passion for developing and marketing new products and solutions that will help Vobile expand its offerings in the near future." "Vobile VideoDNA technology has extraordinary potential to solve problems that have impeded the proper monetization of Internet video and audio content," said Srinivasan. "I look forward to working with this highly talented and motivated team to launch innovative solutions that power the new Internet video economy." About Vobile Vobile is a 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 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>.

Vobile, VideoDNA, the Vobile and VideoDNA logos are trademarks of Vobile, Inc.

Media Contact: Allyson Hoffman Vobile, Inc.

Phone: 408-492-1100 Email: [pr@vobileinc.com](mailto:pr@vobileinc.com) SOURCE Vobile, Inc.

URL: <http://www.vobileinc.com> [www.prnewswire.com](http://www.prnewswire.com) Copyright (C) 2008 PR Newswire. All rights reserved -0- KEYWORD: California INDUSTRY KEYWORD: CPR

MLM

TLS SUBJECT CODE: PER

Tools: [Print](#) [Email](#) [Del.icio.us](#) [Digg It](#)

ADVERTISEMENT

**E\*TRADE**  
NEW MOBILE PRO  
COMING SOON  
**MONEY CAN'T WAIT**  
E\*TRADE Securities LLC [DEMO NOW](#)

MORE HEADLINES [Markets](#) | [Economy](#) | [Companies](#)

- Banks Help Markets Turn Positive
- France Telecom to Make Offer for TeliaSonera
- European Shares Set to Fall Ahead of Rate Decisions
- Sinosteel Owns 33% of Midwest, Moves to Stop Rival
- Australia Trade Deficit Drops, Surplus on Horizon
- Oil Rises Above \$123, Demand Concerns Weigh
- India, Malaysia Raise Fuel Prices as Oil Rally Bites
- Bernanke: Inflation a Problem But Not a 1970s Spiral
- No Recession? It Feels Like One to US Consumers
- Stocks Finish Mixed; Bond Insurers Plunge

LATEST FROM OUR BLOGS [More](#)

- Your First Move For Thursday June 5th
- Web Extra: Apple Conquers The World
- Options Action: Coal, Hotels
- Pops & Drops: American Express, Disney
- When God Moves Markets - Drought
- Last Men Standing
- Lightning Round OT: General Motors and More
- Mad Mail: Will the Fed Raise Rates?
- Lightning Round: Apple, JetBlue, Marvel and More
- In the Studio: Skyworks Solutions CEO David Aldrich

FEATURED SLIDESHOWS [More](#)



**Flashback to Woodstock**  
Peace, music and a museum? The \$100-million Bethel Woods Center for the Arts was built to tell the story of the Sixties and the historic Woodstock Festival.



**Top 10 Entry-Level Employers for 2008**  
Good news for recent college graduates. These ten organizations are planning to hire the most entry-level staffers this year.



**Biggest Movers in Home Prices by State**  
What states are showing the biggest price gains and losses in the first quarter?

[More Slideshows](#)

HOME | NEWS | MARKETS | EARNINGS | INVESTING | VIDEO | CNBC TV | CNBC PLUS | CNBC HD+

About CNBC | Site Map | Privacy Policy | Terms of Service | Advertise | Help | Feedback | Video Reprints

Partners: AOL Money | BloggingStocks.com

(c) 2008 CNBC, Inc. All Rights Reserved

REUTERS

THOMSON

RT Data is a real-time snapshot. \*Data is delayed at least 15 minutes

Global Business and Financial News, Stock Quotes, and Market Data and Analysis