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Vobile Launches Live Fingerprinting Appliance for Broadcasters

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LAS VEGAS, April 13, 2011 /PRNewswire via COMTEX/ -- Vobile, a leading provider of video content identification and management services, announced the release of VDNA Live Fingerprinting Appliance for broadcasters. The latest model VDL-2100 is capable of generating digital fingerprints in real-time for dual video channels, at full HD broadcasting quality. It can handle 3D high-definition television signal as well.

The conventional method of fingerprint generation is a digital file-based process, typically done at the post-production facility. The VDNA Live Fingerprinting Appliance now provides TV broadcasters with a seamless integration of scalable real-time fingerprinting capabilities into their existing broadcast workflow. This enables a variety of solutions for broadcasters such as rights management, distribution measurement, monetization online, and better management of digital assets.

"Major sport leagues and broadcasters have adopted our VideoTracker services since we launched VDNA Live at NAB three years ago," said Yangbin Wang, CEO of Vobile. "With the release of our new turbo-charged VDL-2100 appliance, we are meeting customer demand for seamless workflow integration of our VDNA Live services." Vobile is demonstrating its new solution in a private suite at the Hilton Las Vegas. Please contact info@vobileinc.com or 408-217-5000 for further information.

About Vobile Vobile(R) is the leading provider of video content identification and management services. Its core VDNA(R) 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, Japan and Singapore.

For more information, please visit <http://www.vobileinc.com>.

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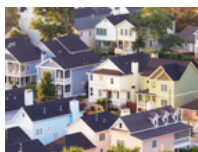


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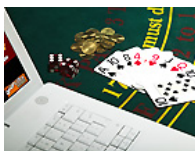
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