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## Vobile Powers Mobile Applications with VDNA Automatic Content Recognition

By Vobile

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LAS VEGAS, April 13, 2011 -- /PRNewswire/ -- Vobile, a leading provider of video content identification and management services, announced that it is demonstrating the latest automatic content recognition (ACR) solution for mobile applications based on its award-winning patented core VDNA technology at the 2011 NAB Show in Las Vegas.

As media consumption on mobile devices continues to accelerate, content owners and advertisers need to provide a more engaging experience to their audience. Mobile applications that integrate with Vobile ACR technology will drive advanced advertising models and enable synchronization of content between TV and mobile devices, such as smartphones and tablets.

"Mobile video applications are the new frontier for content owners and advertisers," said Yangbin Wang, CEO of Vobile. "By offering our proven VDNA automatic content recognition technology to power a new generation of mobile applications, we unlock new revenue potentials for content owners."

Vobile is demonstrating its integrated mobile ACR solution in a private suite at the Hilton Las Vegas. Please contact [info@vobileinc.com](mailto:info@vobileinc.com) or 408-217-5000 for further information.

### About Vobile

Vobile® is the leading provider of video content identification and management services. Its core VDNA® 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®), 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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