

Media Contact:
Allyson Hoffman
Vobile, Inc.
(408) 217-5000
pr@vobileinc.com



FOR IMMEDIATE RELEASE

Vobile Unveils New Automatic Content Recognition Solution

LAS VEGAS, Jan. 5, 2011 -- Vobile, a leading provider of video content identification and management services, today announced that it is demonstrating its latest ACR (Automatic Content Recognition) solution based on its award-winning core VDNA technology at the 2011 International CES in Las Vegas. The Vobile ACR solution, based on its industry-leading VDNA technology, enables content owners to accurately identify their content anywhere, including on the latest intelligent Consumer Electronics (CE) devices, such as Internet-enabled digital televisions. ACR identifies the content regardless of the source of the video, even if it is being streamed over the Internet.

Vobile will demonstrate how the integrated ACR solution will drive novel smart TV applications, such as broadcast monitoring and advanced advertising models.

"Internet-enabled smart television brings TV entertainment to a new level," said Yangbin Wang, CEO of Vobile. "With our latest ACR solution, content owners can track content distribution anywhere, anytime to any device. This opens up a world of new revenue opportunities for television programmers."

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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