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**FOR IMMEDIATE RELEASE**



## **Vobile Receives Frost & Sullivan Global Technology Leadership Award for Online Video Measurement**

**SANTA CLARA, Calif., June 8** –Vobile, the leading provider of video content identification and management products and services, today announced that it has received the 2010 Global Technology Leadership of the Year Award in Online Video Measurement from Frost & Sullivan, a renowned global consulting firm. The Technology Leadership Award is a prestigious recognition of Vobile's accomplishments in the area of online video analytics and measurement.

The prestigious award recognizes Vobile for its leadership in online digital analytics. Frost & Sullivan chose Vobile for its unique approach to the market, data compilation, and providing interpretation and actionable data for its clients. Vobile allows clients a wide range of reportable data for individual video, video segment and full video portfolio performance, as well as consumer engagement data.

"In the nascent yet rapidly emerging online video measurement market, Vobile has built the technologies that define a whole segment of the market. Its video fingerprinting technologies can assure content owners, rights holders and distributors that their online video assets can be effectively protected and monetized, and it should help usher in a new age of controlled yet explosive growth of online video," explains Frost & Sullivan Industry Analyst Loren Johnson.

"We are very pleased to accept this prestigious award from Frost & Sullivan. As the technology and market leader in online video content identification and measurement services, Vobile consistently provides the best solution to our global customers," said Yangbin Wang, CEO of Vobile. "This award is validation that Vobile continues to set the standard for excellence in the rapidly evolving online video industry."

## **About Vobile**

Vobile® is the 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 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 and the United Kingdom. For more information, please visit <http://www.vobileinc.com>.

## **About Frost & Sullivan**

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best-practice models to drive the generation, evaluation, and implementation of powerful growth strategies. Frost & Sullivan leverages over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from 40 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.

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