



**Vobile Appoints Brian Taptich Vice President of Marketing and Business Development**

***Entertainment and Media Veteran to Lead Sales, Marketing and Business Development***

**SANTA CLARA, Calif. – Oct. 23, 2007** – Vobile, a leading provider of video content identification and management services, today announced that Brian Taptich has joined the company as its Vice President of Marketing and Business Development. Taptich will be responsible for managing all current partnerships and for leading the efforts to identify and create new strategic partnerships that leverage the company's fingerprinting technology.

Taptich has more than fifteen years of experience in the broadband, media and Internet industries. His experience and expertise include corporate development, business strategy, investment financing and general management.

"As Vobile's market influence and team grows, we welcome Brian to help execute further on our vision to provide the most effective and scalable content identification and management solution in the marketplace," said Yangbin Wang, Founder and Chief Executive Officer of Vobile. "Brian brings expertise in building partnerships and driving business which makes him best fit to accelerate Vobile's market reach and ultimate success in the content identification and management business."

Prior to Vobile, Taptich was Vice President of Business Development and General Manager of Enterprise Services at BitTorrent, where he was responsible for all external partnerships and managed the team through initial development, marketing and sales of the BitTorrent DNA service. Before BitTorrent, he was the Director of Marketing and Business Development at Electronic Arts (EA), where he played a critical role in growing EA's online content, advertising and distribution businesses. Taptich also worked for the media and entertainment-focused investment bank Allen & Company and the Silicon Valley technology venture capital firm, Doll Capital Management.

"With the explosive growth of video content distribution across multiple platforms – TVs, PCs, cell phones and mobile devices – management and control of video assets has become the single biggest challenge for networked consumers, producers and distributors," said Taptich. "I believe that Vobile is substantially ahead of its competitors, and the only vendor efficiently addressing the whole gamut of video content management solutions including the detection, validation, tracking and monetization of video content across all networks. I am looking forward to working with a company that is at the forefront of the new video content 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 content with high performance, accuracy and scalability. Founded in 2005, the company is headquartered in Santa Clara, California. For more information, visit the Vobile Web site at [www.vobileinc.com](http://www.vobileinc.com).

###

*VideoDNA and the VideoDNA logo are trademarks of Vobile, Inc.*

### **Media Contact:**

Allyson Hoffman

Vobile, Inc.

Phone: 408-898-4760 x 311

Email: [PR@vobileinc.com](mailto:PR@vobileinc.com)