



Vobile Opens Up Monetization Opportunities for Content Owners, Rights Holders and Distributors

Vobile Content Identification Platform Supports MovieLabs' Content Recognition Rules and Enables New Revenue Potential

SANTA CLARA, Calif. – September 2, 2008 –Vobile, a leading provider of video content identification and management products and services, today announced that the Vobile® Content Identification Platform now enables monetization of content by fully supporting Content Recognition Rules (CRR), the industry's first comprehensive set of specifications that allow the expression and communication of a wide variety of rules relating to content. The specifications were created by Motion Picture Laboratories, Inc. ("MovieLabs") to help industry players support content recognition and enable additional revenue streams, via monetization.

Until now, content owners and rights holders did not have a standard way to express what content distributors should do when a piece of copyrighted content is recognized. By fully supporting CRR, the Vobile Content Identification Platform, which has been commercially deployed by major content owners, rights holders and distributors worldwide, is poised to help monetize video distribution over Internet.

"This specification for expressing rules that MovieLabs and partners have developed, and in this case, adopted by the Vobile Content Identification Platform, will not only help to regulate the act of content enforcement, but will also enable monetization opportunities for all participating parties," said Steve Weinstein, CEO of MovieLabs. "We are pleased to see Vobile adopting this specification."

"Content owners, rights holders and distributors are all interested in exploring new revenue opportunities. Vobile provides technologies and services to help our customers capitalize on these opportunities," said Yangbin Wang, founder and CEO of Vobile, Inc. "Together with our partners, we are ready to power the Internet video economy to the next level of growth and profitability."

About Vobile

Vobile® is a leading provider of video content identification and management products and 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 a very large scale database of VideoDNA for content identification and video search services. Founded in 2005, the company is headquartered in Santa Clara, California. For more information, visit the Vobile Web site at www.vobileinc.com.

About MovieLabs

Motion Picture Laboratories, Inc. ("MovieLabs") is a non-profit 501(c)(6) research and development joint venture started by the six major motion picture studios. MovieLabs provides universities, corporations, startups and network service operators with technical guidance and funding to further explore innovative technologies in the distribution and use of motion pictures as consumer media. The founding members of MovieLabs are Paramount Pictures Corporation, Sony Pictures Entertainment Inc., Twentieth Century Fox Film Corporation, Universal City Studios LLLP, Walt Disney Pictures and Television, and Warner Bros. Entertainment, Inc.

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