

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

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Vobile Launches VideoDNA 3D; Enables Content Tracking and Protection for 3D Programming

Las Vegas, Nevada – January 8, 2010– Vobile, the leading provider of video content identification and management products and services, today announced the release of VideoDNA™ 3D, a solution specifically designed to track and protect 3D video content, the next generation of digital entertainment. The VideoDNA 3D service offers content owners real-time digital fingerprinting, fully automated identification, tracking and monetization of 3D video content.

As recent movie releases have shown, 3D brings an exciting new dimension to both animated and live action films. Vobile has taken its award-winning VideoDNA technology to the next level of supporting 3D video content. The premium VideoDNA 3D services were successfully deployed to track and protect the industry's biggest 3D movie hits in 2009. Movie studios, TV broadcasters and cable programmers are increasing their investment in 3D video content. As the 3D explosion continues to progress, content protection using VideoDNA 3D is becoming essential to the new 3D video business.

"3D video represents the latest growth opportunity of digital entertainment. Vobile VideoDNA 3D offers movie studios, TV broadcasters and cable programmers the power to identify, track and protect their most valuable 3D content with confidence," said Yangbin Wang, CEO of Vobile. "We are ready to help the industry secure profit from the emerging 3D video content, and ultimately provide consumers with a better entertainment experience."

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>.

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