

Press Release

Arumai Launches Development of Proprietary Streaming Video Protocol

Los Angeles Cal., San Francisco, Cal., Armonk, N.Y. February 16, 2015/PRNewswire-FirstCall/ -- Arumai, the proprietors of the enabling technologies for the ecosystem of Connected TV, launches the development of a proprietary streaming video protocol.

Chairman & CEO, P. Stephen Lamont stated "While we are still a few days, maybe a week away from approval of a Strategic Product Plan Phase I Review, this is just a step we look forward to taking to secure our role as the inventors of streaming video across the ecosystem of Connected TV which is without dispute. It is an interesting revenue model," Lamont continued, "pricing off of total GB streamed for pennies on the dollar, but no worries as Arumai estimates total potential of 4.5 terabytes in the motion picture industry, 208 million GB in the broadcast industry (networks, cable, satellite, and telecom), and while the numbers are not yet readily available, 270,000 GB of original programming by the streaming video providers."

"Equally interesting," Lamont stated "is the business model of subscription plan versus the 'pay as you go model'." Arumai will follow the "pay as you go model." Previously reported, Lamont states "we hope to be the winning bidder for patents held by PurpleComm Inc., and if we do, patented ad insertion technology will be a part of our protocol."

"As for pricing," Lamont continued, "we had thought of pricing at the price point of MPEG-Dash and going head to head, but the last draft of our SPP Phase I review sees pricing a few cents below MPEG-Dash - lower price and patent pending functionality is a nice gig if you can get it."

True to form, as always, Lamont closed by stating "Arumai has always been about something much more important than patents, products, or money. It's about values. We value originality and innovation and pour our lives into making the best products on earth, and we do this to delight our customers. I am very proud of the support that each of you have supplied. Starting at the continuation of the Phase I review of Arumai's Strategic Product Plan - Streaming Video Protocol preliminarily dubbed Arumai-Vision™, values will win and I hope the whole world listens."