

Press Release

Arumai Adds Its Expertise to NAB's PILOT Innovation Program.

San Francisco, Cal., September 17, 2017/PRNewswire-FirstCall/ -- Arumai Technologies, Inc., the only leading, independent, pure-play OTT products and solutions company, adds its expertise to NAB's PILOT Innovation Program.

Arumai has joined the National Association of Broadcasters (NAB) PILOT program, which "brings together innovative companies, educators and advocates with broadcasters to advance broadcast technologies and cultivate new media opportunities." Said P. Stephen Lamont, Chairman & CEO, "Arumai is a great addition to the existing members working to further develop the broadcast industry."

Lamont cited Arumai as having "a focused vision of innovation and groundbreaking services in the technology sector. We are delighted to have Arumai join PILOT and look forward to the collaboration and exploration of new media opportunities with their industry expertise."

Arumai joins a group of broadcasting and technology stakeholders, new media broadcast operators, measurement and attribution companies, advertising partners and technology providers that strive to drive the creation and implementation of new technologies and solutions for the media industry.

"New technologies and innovations, including cognitive computing and cloud, are advancing the media industry at a rapid pace, bringing a new set of challenges and opportunities for broadcast organizations," Lamont said. "Together with PILOT, we're providing a framework for not only driving innovation in the marketplace but also helping industry players navigate a new landscape and accelerate their own digital transformation."

In April, the NAB announced the 2017 PILOT Innovation Challenge. The challenge asks the question, "What is an unconventional way broadcasters and other local media could serve communities?" Applicants are being accepted until Sept. 22 on the NAB website.

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 team member has supplied. Starting at the continuation of the discussion with PILOT members, values will win and I hope the whole world listens."