

Press Release

Arumai - Posts Strategic Product Planning Phase I Review

Los Angeles Cal., San Francisco, Cal., Armonk, N.Y. October 17, 2014/PRNewswire-FirstCall/ -- Arumai, the proprietors of the enabling technologies for the ecosystem of Connected TV, has posted a Strategic Product Plan Phase I Review.

In late afternoon email to shareholders, Chairman & CEO P. Stephen Lamont wrote:

A Patents & Licensing company that stakes the claim as the inventors of video scaling formulas in use by every motion picture studio and programmer to transform their 35 mm film into digital video -- the inventors of streaming video -- and the inventors of digital zoom and pan without pixelation, is a nice to have, but to continue its consistent strategy of pouring our lives into making the best products on earth into the heart of the end users devices - the chipset design is what made the great technology companies of the world what they have become today - game changers.”

This is what your attached Strategic Product Plan does and the rewards, as you will see in my end of year financial report, will be immeasurable. This SPP describes the market opportunity, profiles the target customers, specifies pricing, identifies the financial goals, indicates the key priorities for development and enhancement, and provides a roadmap for delivery for at least the first four quarters of the strategic business unit commencing in Q4 2015 - Q1 2016. Arumai has the budget, has the Dream Team R&D department, and will requisition for the creation of an EVP of Product Development position through Katherine Prodger of KTech Executive Search, Inc. who has proven of immeasurable value to Arumai.

This new hire in Q4 2015 - Q1 2016 will deliver quality products on schedule. The EVP of Product Development, given its critical strategic responsibilities, reports directly to the CEO, and is direct member of Arumai's Strategic Leadership Team along with Lamont, Thagard, Colter, Garber, and an incoming VP & Senior Patent Counsel; from this point forward, each product Arumai continuously offers to customers will have a product plan updated every year.

By way of further explanation, if Apple was sold to God for “z,” he/she would be paying “x” for the Apple assets and “y” for the good will created by Apple. In bringing full value to stakeholders, this is the essence of the Arumai’s product strategy that is lacking in a Patents & Licensing business model. As always, I am very proud and grateful for all the support you have provided and may God speed to all of you.

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 thePhase I review of Arumai’s Strategic Product Plan, values will win and I hope the whole world listens.”