

Press Release

Arumai - Outlines Stage 2 of its Future Development Pipeline as Chipset Designer for Connected TV

Los Angeles Cal., San Francisco, Cal., Armonk, N.Y. September 27, 2014/PRNewswire-FirstCall/ -- Arumai, the proprietors of the enabling technologies for the ecosystem of Connected TV, has outlined Stage 2 of its future development pipeline as the chipset designer for Connected TV.

“Staking 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” states Chairman & CEO P. Stephen Lamont. “But, to enable an entire ecosystem such as ‘Connected TV’ is what made the great technology companies of the world what they have become today - game changers,” Lamont continued.

Lamont explains:

Connected TV is a trend of integration of the Internet and Web 2.0 features into television sets and set-top boxes, as well as the technological convergence between computers and these television sets/set-top boxes. The devices have a higher focus on online interactive media, Internet TV, over-the-top content, as well as on-demand streaming media, and home networking access, with much less focus on traditional broadcast media than traditional television sets and set-top boxes.

When viewing the breadth of Arumai’s suite of technologies for Connected TV which now encompass video scaling, streaming video, digital zoom and pan, deinterlacing, aspect ratio control, frame rate conversion, intelligent system and methods for decoding of pixels and macro blocks, and by virtue of its early priority date - the ability to write around the claims of any related patent - Arumai has entered into discussions with OEM manufacturers for collaborative efforts to design a proprietary chipset for Connected TV.

In computing, the term *chipset* is commonly used to refer to a set of specialized chips or sets of instructions on a computer's motherboard or an expansion card. Further, in a computer system (which all devices are from handhelds to 63 in. UHDTV's), a chipset is a set of electronic components in an integrated circuit that manages the data

flow between the processor, memory and peripherals. It is usually found on the motherboard.

Arumai with its DREAM TEAM of an R&D department (who actually designed the new generation chipset and decoder for the most commercially successful product in the history of consumer electronics - the DVD player, drive, and codec), Greg Thagard stated that "it would be another highlight to be back working with the OEMS to design a futuristic product for Connected TV, as the chipset, as has been found, to play a crucial role in determining system performance."

Arumai has been looking for a product strategy for quite some time now as you can ask any VC on Sand Hill Road "a B2B licensing company? It's like watching paint dry on a wall." CEO Lamont replies "Not this 2014-2016 Arumai!"

True to form, as always, Lamont closed by stating "Arumai has always been about something much more important than patents 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 as of Stage 2 of Arumai's development pipeline, values will win and I hope the whole world listens."