

Press Release

Arumai - Implements Strategic Product Planning Process for its Stage 2 Development Pipeline

Los Angeles Cal., San Francisco, Cal., Armonk, N.Y. October 11, 2014/PRNewswire-FirstCall/ -- Arumai, the proprietors of the enabling technologies for the ecosystem of Connected TV, has implemented a Strategic Product Planning process for its Stage 2 development pipeline.

As Chairman & CEO P. Stephen Lamont explained "A Patents & Licensing department 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" Lamont continued "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 and design and IP supplier for next generation, multimedia decoders is what made the great technology companies of the world what they have become today - game changers."

Lamont explains:

The essential goal of Arumai's Strategic Product Plan ("SPP") is to ensure that management builds a product that delivers some business value to a specific set of customers in order to meet certain financial goals based upon the defined corporate strategy.

Arumai will grow revenue by selling its flagship product(s) that appeal to the existing customer base - unarguably, the third step in its Patents & Licensing distribution model - the consumer electronics device manufacturers (OEM's). Each of these decisions carries with it significant implications on the product plan; selling new products to its existing customer base still requires new analysis, requirements, design, and development work. This SPP responds to corporate strategy and is directed and intentional.

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 and next generation, multimedia decoder for Connected TV.

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 and next generation decoder, as has been found, to play a crucial role in determining system performance."

Arumai has gained the budget and requisition for the creation of a VP of Product Development position through Katherine Prodger of KTech Executive Search, Inc. in Silicon Valley and such Q4 2015 new hire will deliver quality products on schedule. The VP of Product Development, given its critical strategic responsibilities, will report directly to CEO Lamont, and be direct member of Arumai's Strategic Leadership Team. The function has P&L responsibility.

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 implementation of Arumai's Stage 2, values will win and I hope the whole world listens."