

Press Release

Arumai - Enters Into Definitive Agreement With TechInsights, Inc.

Los Angeles Cal., San Francisco, Cal., Armonk, N.Y. November 18, 2014/PRNewswire-FirstCall/ -- Arumai, the proprietors of the enabling technologies for the ecosystem of Connected TV, has entered into a definitive agreement with TechInsights, Inc.

TechInsights is the global leader in intellectual property consulting, patent brokerage services & technical analysis. TechInsights follows a systematic approach developed as a result of working with some of the largest technology patent holders in the world. TechInsights has the largest global team of highly experienced patent and technology professionals who work together to solve even the most difficult IP or teardown challenges. TechInsights has the largest and most competent team in the industry with deep technical knowledge across all their areas of domain expertise. They are globally diversified with offices and laboratories in all major market geographies. Over the years they have amassed an incomparable library of devices and technical analysis reports.

“The IP Lifecycle is a systematic approach to technology innovation and the resulting creation, management, and utilization of IP assets to enhance business performance” states TechInsights. TechInsights holds nine (9) U.S. patents, with many more pending, for their proprietary technology related to physical analysis and circuit extraction.

Chairman & CEO P. Stephen Lamont stated “While we continue to employ our Dream Team of an R&D department to invent from video processing (SoC) solutions to delivery systems technologies and products, to chipset and next generation decoder designs, Arumai’s fortunate to have made a connection with such a valuable partner such as TechInsights as we begin to assert our rights across the Connected TV ecosystem that creates an optional standard.

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. Continuing at the inception of the relationship with TechInsights, values continue to win and I hope the whole world listens.” Terms were not disclosed.