

Press Release

Arumai - Bids for Panasonic Patent Portfolio through TechInsights, Inc.

Los Angeles Cal., San Francisco, Cal., Armonk, N.Y. January 12, 2015/PRNewswire-FirstCall/ -- Arumai, the proprietors of the enabling technologies for the ecosystem of Connected TV, has entered a bid for a subset of the Panasonic patent portfolio through TechInsights, Inc.

“Of particular interest,” states Chairman and CEO P. Stephen Lamont, “is their U.S. Patent No. 7392322 titled Data Reception Device and Data Distribution System an invention that relates to a data reception apparatus and data distribution system that receives data from a server and plays back the data by convention a technology called “streaming” for distributing images like moving images and packet data like speech from a media server on the Internet and receiving and playing back the data at a mobile station apparatus.”

Shyam Krishnamurthy, Director of Product Management for Qualcomm Inc. and an Arumai Board Director vetted the patent when he stated:

On a cursory look they seem to be solving a problem over a very low speed wireless network such as a WCDMA (384kbps) network or less. Typically video streaming over WCDMA had several such issues. With advent of HSDPA and mainly HARQ technology which allows repeated transmissions of packets streaming video does not have too many issues. With LTE even less so.

“While consistent with Arumai’s U.S. 09,587,026 titled System and Method for Playing a Digital Video File,” Lamont continued:

Arumai must stake its claim as the inventors of streaming video at any transmission speed according to any mobile-telephony communications protocol. We believe that the paradigm of Connected TV begins at the Smartphone where according to the preliminary results of the second NATPE||Content First and the Consumer Electronics Association (CEA) joint research study on consumers’ attitudes toward television viewing, just 55 percent of millennials use TVs as their primary viewing platform, while streaming devices - laptops, tablets, and smartphones - are poised to dominate their viewing preferences.

The bid was submitted to Art Monk, Vice President of Patent Brokerage, TechInsights. Terms were not disclosed.