

Press Release

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

Los Angeles Cal., San Francisco, Cal., Armonk, N.Y. February 9, 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 Purplecomm Inc. patent portfolio through TechInsights, Inc.

"Of particular interest," states Chairman and CEO P. Stephen Lamont, "are their: U.S. Patent No. US8607274 titled 'Meta channel based media system control technology', that:

reads on a video streaming platform associating dynamically configurable content entries (commercials) to a user-selected meta-channel based on meta-channel content, selecting a specific commercial based on user preferences, and playing the selected commercial at specific events such as between channel content entries.

and US8402495 titled 'Content sequence technology' that:

reads on a video streaming platform playing a channel's content entries according to a sequence policy based on the channel's determined genre.

Lamont explained "As the inventors of streaming video, which is without dispute, these acquisitions would fall directly in line with giving viewers what they want to watch, where they want to watch it, and when they want to watch it. Now, with this combined Arumai/Purplecomm portfolio we take a step further into the end users' environment by providing a sequence of viewing and commercials of interest."

"It is said that content is king," Lamont continued, "and that king is video. Many people love to read for pleasure, and I am one of them, but it is a fairly labor intensive past time while a continuous stream of video is the easiest, most convenient form of entertainment, essential to the paradigm of Connected TV."

The bid was submitted to David Cordeiro, Director of Commercial Transactions, TechInsights. Terms were not disclosed.