

Press Release

Arumai Launches Multiscreen OTT Video Stack for Operators

Los Angeles Cal., San Francisco, Cal., Armonk, N.Y. April 6, 2015/PRNewswire-FirstCall/ -- Arumai, the proprietors of the enabling technologies for the ecosystem of Connected TV, launches the development of a multiscreen OTT Video stack for Operators.

Chairman & CEO, P. Stephen Lamont stated "When we became the first company to deliver video content on the fly behind the broadcast - the de facto inventors of streaming video - with flexible transfer rates we said to ourselves 'Okay, this is cool. Maybe someday in the year 2150 people will become accustomed to watching TV over the Internet'" Lamont continued "Then sometime around 2012 or before, we turned around and saw the whole video industry headed right for us. We would like to say 'It was by design,' but the spirit at Arumai are ones of integrity, transparency, and accountability and we must confess 'It was just dumb luck.'"

True to its transformation to a Products company with a Patents & Licensing side car, today Arumai completed a Strategic Product Plan Phase 1 Review for the development of a Multiscreen OTT Video Stack for Operators - preliminarily dubbed "Arumai-Silver Bullet Stack™." Based on the Arumai proprietary streaming video protocol - Arumai-Vision™ which in turn is based on its U.S. Patent No. 09/587,026: System & Method for Playing a Digital Video File and topped off by a proprietary digital rights management system based on [redacted] and [redacted] algorithms- the essential IP for [redacted] and into the hearts of cable operators, telco operators, satellite operators, and streaming video providers. The Arumai Board is expected to approve the plan and set a budget including headcount during the week of April 6, 2015.

Lamont closed by stating "So, from a couple of 'geeks' working around a kitchen table in a breakfast nook with grins on their faces watching full screen, full frame rate video over a dial-up connection, fast forward to 2015 holding all rights, titles, and interests to what is, unarguably, the most important invention in the history of multimedia technology flows forth valuable IP and as of now two viable products."

True to form, as always, Lamont further 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 continuation of the Phase I review of Arumai's Strategic Product Plan - Multiscreen OTT Video Stack for Operators preliminarily dubbed Arumai-Silver Bullet Stack™, values will win and I hope the whole world listens.”