

Press Release

Arumai Re-Appointed Voting Member of the Advanced Television Systems Committee, Inc.: Invited to Propose Optional Technical Standard for Connected TV

Armonk, N.Y. July 09, 2015/PRNewswire-FirstCall/ -- Arumai, the proprietors of the enabling technologies for Connected TV, has been re-appointed as voting members of the Advanced Television Systems Committee, Inc. and invited to propose optional technical standard for Connected TV.

In a July 8, 2015 email, Mark Richer, President of the ATSC stated:

Dear Board Members,

I am pleased to report that Arumai Technologies has re-applied for membership in ATSC. A description as provided by the applicant:

Arumai is the leading and only end to end, enabling force in the rapidly growing Connected TV market - content encoding, content streaming, content re-encoding, content decoding. Arumai's groundbreaking video frame manipulation techniques, streaming systems and methods, SoC solutions, and suite of OTT products make any video content universally enjoyable in high quality on any screen, by any viewer, across any network, at any time.

As there is no objection from a member of the Board of Directors in the past five working days, the applicant has become a Voting Member of ATSC.

Best regards,

Mark

Chairman & CEO, P. Stephen Lamont stated "After the approval of ATSC 3.0, we are pleased to be working with the ATSC and as we hold the essential patent applications for the generation, distribution, and reception of improved or enhanced digital television; a voluntary technical Standard defined as an advanced television systems according to the ByLaws of the ATSC, last revised 03/26/12 - in this case Connected TV."

On July 9, 2015 Richer replied:

ATSC has been interested in developing interactive capabilities related to the concept of “connected TV” for both ATSC 2.0 and ATSC 3.0. While we are not far along in that work, you may submit your technical proposal to our Technology Group Chairs Michael Dolan (mdolan@newtbt.com) and Richard Chernock (rchernock@trivenidigital.com).

CEO P. Stephen Lamont further states “Having Greg Thagard (the inventor of the DVD player along with Warren Leiberfarb) on board as Co-CTO and Board Member and David Colter (Warner Bros., AMD, Vulcan, and Charter Communications) as Co-CTO, much in the way Arumai revolutionized digital video more than a decade ago, we hope to make valuable and insightful contributions to shaping the future of the Connected TV Industry.”

Lamont continues to state: “Our talented group of video engineers will have involvement in the Connected TV Standards development at several levels: Specialist Group, to Technology and Standards Group, to Full Committee involvement in planning teams to determine new areas needing standards; develop and provide information on the implementation of ATSC Standards and Recommended Practices; voting on the proposed Standards and Recommended Practices; drafting stage in the Technical Group level; and on draft Standard in Full Committee coordinating and harmonizing with other standards-setting bodies in the US and around the world with the voice to the FCC, ITU-R, governments, and press.”

In its invitation to be a voting member, the ATSC Board of Directors deemed Arumai as “the leading and only end to end, enabling force in the rapidly growing Connected TV market - content encoding, content streaming, content re-encoding, content decoding. Arumai's grounding breaking video frame manipulation techniques, streaming systems and methods, SoC solutions, and suite of OTT products make any video content universally enjoyable in high quality on any screen, by any viewer, across any network, at any time.”

SELECTED LIST OF ATSC MEMBER COMPANIES AND ORGANIZATIONS

ABC NETWORKS	APTS
BELOS	CBS
BROADCOM	DIRECTV
CEA	DOLBY
CISCO	DISH NETWORK
COHERENT LOGIX	ERICSSON

COMCAST	FRAUNHOFER
COX MEDIA	CONSUMER ELECTRONICS ASSOCIATION
ENVIVIO	LG
HARMONIC	M.I.T.
ARUMAI TECHNOLOGIES, INC.	MITSUBISHI
MARVELL	NBC
PANASONIC	SAMSUNG
NAGRA	SHARP
QUALCOMM	SILICON LABS
SANYO	SMPTE
SIGMA DESIGNS	TECHNICOLOR
SINCLAIR BROADCASTING	UNIVISION
SONY	ZENITH
TOSHIBA	VIZIO

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