

Press Release

Arumai in Talks to Bring Non-Executive Chairman and Development of OTT Platform with Social Media Layers

Los Angeles Cal., San Francisco, Cal., Armonk, N.Y. February 2, 2016/PRNewswire-FirstCall/ -- Arumai, one of the leading pure-play OTT companies is in talks to bring non-executive Chairman and development of OTT Platform with social media layers.

In an interview with one of Arumai's Independent Directors, who requests anonymity, Chris Cookson, former President, Technology of Sony Pictures and CTO of Warner Bros. suggested: "building a differentiated OTT platform that may include hardware accelerated video, error mitigation, and quality improvement for live low quality video (as in Google's Chromecast) and a value proposition that appeals to live video apps such Meerkat, Periscope, Tango, YouTube, and others.

Arumai's Independent Director remarked "we can build off of Arumai's Transcoding and Streaming System for Media Companies in development with Aricent, Inc. and use our patents defensively to protect our OTT products."

Arumai CEO, P. Stephen Lamont, leveraging his consumer electronics background, remarked"

Set top box suppliers include Technicolor, Harmonic, Broadcom, Amazon, Cisco, and several others. Development costs may be more insignificant than would be otherwise as it can be built off the Transcoding and Streaming System for Media Companies in development with Aricent. Pricing is fluid, but my experience tells me monies per box sold into retail with commensurate volume miss penalties may be a good starting point.

Arumai's Independent Director, who requests anonymity for obvious reasons, is taking the lead design role on this project. Co-CTO Greg Thagard introduced Chris Cookson to the Arumai family. Lamont continued:

I fully support the effort; always knew we would head into this direction, but wondered whether it was a 2017 effort rather than a 2016 effort. As penetration rates of OTT in U.S. households, depending on your source, approach 60% to 70%, 32% of OTT TV users selected their Smart TV as their vehicle of choice, where game consoles followed second with 25% of OTT TV users, set-top

boxes were preferred by 17%, and streaming sticks and Blu-ray players were selected by 10% of OTT TV Users, Mr. Cookson is right on the money. Chris is the, or one of the named inventors, on 50 patents in area of entertainment technology.

Embedding an OTT Platform with social media layers in the above devices, while not elemental, is doable.

Katherine Prodger, Director, Technology Search of KTech Executive Search, Inc. coordinated the Independent Director - Cookson conference call (where would we be without her). While the Cookson talks are in the early stages until an elegant design is put forth, it is developing...

Lamont, as is traditional, 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 team member has supplied. Starting at the inception of the company on September 12, 2012, values will win and I hope the whole world listens."