

Press Release

Arumai in Collaborative Talks with Brightcove (NASDAQ: BCOV) for OTT Platform for OEMs

Los Angeles Cal., San Francisco, Cal., Armonk, N.Y. March 17, 2016/PRNewswire-FirstCall/ -- Arumai and Brightcove (NASDAQ: BCOV), two of the leading pure-play OTT products and solutions companies, are in collaborative talks to develop an OTT Platform for OEMs.

When Chairman and CEO, P. Stephen Lamont expressed that “the time is now right for the development of a full blown OTT Platform for OEMs with Social Media applications,” Sandra Madden of Brightcove stated “Yes, [our] Video Cloud would be the backbone of [such an] OTT initiative.”

In subsequent progressive discussions, Lamont and Brightcove’s Online Video Guru, Gabriella Corvese, proceeded to discuss a brief overview of Arumai, Arumai’s Product strategy, the prospect of partnering with Brightcove or building off of Arumai-Cloud-Based Transcoding and Streaming System for Media Companies, pricing at a royalty rate per box (foreign to Brightcove), and the structure such a collaboration would take.

At this point, Corvese stated “it sounds like a technical partnership” then Lamont explained that “presently, there is an installed base of 2.8 billion boxes up for grabs among dongles, smartphones, tablets, game consoles, Blu-Ray players, Smart TV, cable/satellite/telecom set top boxes” where an OEM would devote 20% of their volumes on a new platform, the discussion quickly moved to a partnership that includes but is not limited to R&D, marketing, cross licensing, equity stakes, and revenue sharing. These talks are in very preliminary stages and there is no guarantee that the parties will come to terms, but the “pieces to the puzzle seem to fit” stated Lamont. Brightcove’s R&D and Marketing is based in Boston, Mass. and Arumai’s R&D is based in L.A., San Diego, and Village Tikri, Gurgaon, Haryana, India.