

## Press Release

### Multichannel News Interview with Arumai's Chairman and CEO

Los Angeles Cal., San Francisco, Cal., Armonk, N.Y. February 8, 2016/PRNewswire-FirstCall/ -- Arumai's Chairman and CEO, P. Stephen Lamont, one of the leading pure-play OTT companies was interviewed by Louis Hillelson Vice President/Group Publisher at Multichannel News, a division of Broadcasting & Cable.

Hillelson stated "Our editors are interested in learning how managers involved in their organization's direct-to-consumer video services view some of these trends, and we've identified you as someone who would have interesting opinions on this subject." Lamont proceeded to further identify Arumai as "a pre play OTT company with significant video assets to be delivered to businesses."

Hillelson: Does your company have or plan to have video assets it wants to deliver direct-to-consumer (DTC) online?

Lamont: It is an interesting question and depends on what you define as "deliver." If you mean does Arumai develop all the functionality of OTT video products that make any video content universally enjoyable in high quality on any screen, by any viewer, across any network, at any time, only to be veiled behind any business's GUI, then my answer would be yes.

Hillelson: How does you organization view DTC video service?

Lamont: Specifically, at Arumai, our strategy is to license our backbone, enabling technologies and use that royalty stream to build out our OTT Video Suite of products: proprietary streaming video protocol, cloud-based transcoding and streaming systems for media companies, multiscreen OTT video stack for operators, and as of late an OTT platform with social media layers. We view the OTT Video Suite as the primary revenue source and the patents and licensing as a secondary revenue source and a means to use our patents defensively to protect our OTT products.

Hillelson: What type of video do you currently deliver or plan to deliver?

Lamont: As enablers, Arumai's products are applicable to any type of video that resides behind the veil of any business's GUI. The original mindset was feature length films. Then our Lead Independent Director

suggested a further niche of kids programs, documentary/factual, and niche interest all of which are under consideration.

Hillelson: What are the top three features you currently include or plan to include with you service?

Lamont: video search, adaptive ad insertion, DRM (Network, device, and encryption channel), and selectable video quality (buffering minimization).

Hillelson: Will your current or future video services be monetized? If yes, how?

Lamont: product sales, revenue share, license, free service for one year in partial exchange for a patent license.

Hillelson: How will current or future videos be delivered?

Lamont: On-demand streaming, live streams (live sports, events etc.), and downloads

Hillelson: How many video titles will be available in your DTC service?

Lamont: At maturity, 2,000-4,999.

Hillelson: How often will your service stream live events?

Lamont: Continuously, in a 24x7 live channel.

Lamont, as is traditional, closed by informing Hillelson, "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 (including our software development partners - Satya Prakash [Satya.prakash@aricent.com](mailto:Satya.prakash@aricent.com) and Abhishek Budhiraja [Abhishek.budhiraja@aricent.com](mailto:Abhishek.budhiraja@aricent.com) of Aricent, Inc. formerly Hughes Software Systems, Inc.). Starting at the inception of the company on September 12, 2012, values will win and I hope the whole world listens."