

Press Release

Arumai in Talks with LionShare Media for Apps on Arumai-Multiscreen OTT Platform with Social Media Layers for OEMs™.

San Francisco, Cal., November 21, 2017/PRNewswire-FirstCall/ -- Arumai Technologies, Inc., the only leading, independent, pure-play OTT products and solutions company, in talks with LionShare Media, a creator of social media apps that enable frictionless consumption of premium entertainment, for inclusion on the Arumai-Multiscreen OTT Platform with Social Media Layers for OEMs™ (in development).

Remarked, P. Stephen Lamont, Chairman & CEO, “Susan Brazer is just full of fresh ideas and her enthusiasm just bowls you over.” Specifically, LionShare’s media distribution platform enables immersive, intelligent and instantaneous delivery of premium content, advertising and commerce. The mini-platform harnesses the disruptive capabilities of blockchain, metadata and cloud-based video streaming to empower recording artists, film and media makers to deliver highly engaging and monetizable experiences to global audiences, particularly - 1st Millennials. Lamont continued that “LionShare’s app would be ideally positioned on the Arumai-Multiscreen OTT Platform with Social Media Layers for OEMs™ adjacent to Arumai’s Peer-to-Peer System built with artificial intelligence features – expert system, knowledge base, neural network algorithms, and genetic algorithms.”

Lamont continued to say “Susan Brazer as Founder & CEO of LionShare could conceivably round out the anticipated lineup of Arumai’s Social Media Layers with her vision.” For her part, Brazer reports that “Premium entertainment has a critical need for a new media distribution format for Millennials. Given the enormous volume of user generated content, games and social media that occupies Millennial mindshare and wallet, there’s an urgent market requirement for a new way to deliver media experiences. “

The parties will continue to explore integration and while not disclosed, the business arrangement could include cross royalty sharing and patent licensing arrangements (an affiliate of LionShare is the assignee of a robust metadata engine).

Lamont cited Brazer as having “a focused vision of innovation and groundbreaking services in the technology sector. We are delighted to have Arumai join LionShare and look forward to the collaboration and exploration of new media opportunities with our respective industry expertise.”

“New technologies and innovations, including cognitive computing and cloud, are advancing the media industry at a rapid pace, bringing a new set of challenges and opportunities for broadcast organizations,” Lamont said. “Together with LionShare, we’re providing a framework for not only driving innovation in the marketplace but also helping industry players navigate a new landscape and accelerate their own digital transformation.”

Lamont 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 continuation of the discussions with Brazer and LionShare, values will win and I hope the whole world listens.”