

Press Release

Arumai Files U.S. Patent Application for OTT Video Optimization on Smartphones.

San Jose, Cal., December 22, 2017/PRNewswire-FirstCall/ -- Arumai Technologies, Inc., the only leading, independent, pure-play OTT products and solutions company, filed a U.S. Patent Application titled as “System and Method for OTT Video Optimization for Smartphones” powered by A.I.

Remarked, P. Stephen Lamont, Chairman & CEO, “According to global information provider, The NPD Group, 57 percent of all U.S. smartphone users access video content via an app at least once a month, with iOS users more likely than Android users to access video content, 66 percent versus 49 percent, respectively. Streaming video is the number one driver of cellular and Wi-Fi data consumption on mobile and fixed networks, accounting for 78 percent of the total data used by smartphone owners, with streaming video apps like YouTube and Netflix are driving the greatest data demands.”

YouTube is the top-ranking video app for both iOS and Android users, with 45 percent of smartphone users accessing the app on a monthly basis, as stated in the latest Smartphone and Tablet Usage report from NPD’s Connected Intelligence. Netflix has the second highest usage rate with 18 percent of users launching the app monthly. Notably, iOS smartphone users are much more likely to access Netflix, with nearly a quarter of them using this app within a given month, compared to only 10 percent of Android users.

“Smartphone penetration is continuing to grow and the battle among mobile carriers to retain current subscribers, as well as grow their base is fierce,” noted Lamont. “Access to content is becoming a key differentiator for carriers, in addition to unlimited data plans that allow consumers to watch OTT video at home and on the go with peace of mind. As the installed base of smartphones with large displays grows, we expect mobile video data consumption will do the same; there are a whole genre of users who have ditched the large screen (including this OTT CEO) in favor of the smaller mobile screens – you see it in airports, trains, buses, and even trips on Uber.”

The patent application in question reads on: An expert system that monitors the transmission rates adaption of a streaming video file and protocol and uses artificial intelligence, including learning algorithms, neural networks, and genetic programming, to learn from the results of asynchronous bandwidth fluctuations as identified by the Shannon-Hartley Law solving for C relative to the CPU utilization formula solving for U.

Lamont closed by stating “This is purely a defensive move that further supports the impending launch of Arumai’s Cloud-Based Transcoding and Streaming System for Media Companies (Arumai TranStream™) defensively patent protected from end to end. By design, Arumai is not an asserter of its patent rights, “big waste of time and negative energy” states Lamont and that “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 impending launch of Arumai TranStream™, values will win and I hope the whole world listens.”