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Droplet Technology Officially Launches First Comprehensive All-Software Mobile Video Solution at CTIA

Breakthrough Technology Allows Users to Create, Edit, Upload, Stream and Share Original Video Content at Full VGA/30 fps Directly from their Mobile Handsets

Las Vegas, NV [CTIA] — Droplet Technology Inc., an innovator in mobile video applications and services, today announced a groundbreaking software-based Personal Mobile Video service to be showcased at CTIA 2008: interoperating on devices from multiple handset manufacturers (Nokia, Samsung, Motorola, HTC, and HP); using multiple operating systems (WindowsMobile, Symbian, BREW, Linux); and interoperating between AT&T and Verizon 3G networks. At CTIA 2008, Droplet is also introducing a browser-based video player to eliminate the need for video transcoding. Combining both handset client and hosted server applications, Droplet's all-software solution unifies and enhances mobile video communications, user-generated content, and social networking through high-quality video capture, editing, uploading, video messaging, and real-time video sharing directly from mobile handsets.

"Being able to capture full-size and full frame-rate video on your cell phone, mash it up with music, graphics, photos, and other videos, and then upload it to the Web or send it to a friend, on-the-fly, is already quite an achievement, but having it all processed through software without the need for any specialized video processing hardware is phenomenal," says John Ralston, President and CEO of Droplet Technology Inc. "At the end of 2007, more than half of the world's population were using cell phones – 3.3 billion users - and that number will continue to grow for years to come. For all these cell phone users, sending user generated videos will be as common as text messaging is today."

Droplet's mobile video client is the first all-software solution for mobile handsets to integrate full VGA/30 fps camcorder functionality together with real-time video communications and user-generated video applications. Furthermore, by freeing mobile video service infrastructure from its traditional dependency on specialized video processing hardware, and by merging multiple mobile video services into a single unified platform, Droplet's new server software can support a higher number of concurrent users in each server box, significantly reducing the cost and complexity of mobile video service deployment.

At CTIA 2008, Droplet continues to set new benchmarks in demonstrating their ability to provide a common user experience across multiple devices, operating systems, and networks. Droplet's showcase is targeting the growing urgency among mobile operators, Internet portals, and device / service providers to enhance the performance and profitability of mobile video handsets and services. Commercial deployments of Droplet's Personal Mobile Video services are targeted to start in the second half of 2008. Supporting fully-hosted direct-to-subscriber service deployments, Droplet is currently in partnership talks with a variety of mobile video service providers. Droplet's Personal Mobile Video Service platform will also provide application programming interfaces (APIs) to 3rd party content providers and advertisers, enabling them to further monetize their media assets via integration with user-generated videos. Open APIs allow Droplet and their partners to pursue a variety of advertising models that can subsidize service costs and provide new sources of revenue through paid subscriptions and high quality, premium video advertising.

Droplet Technology, Inc. *(http://www.droplet-tech.com)*
Droplet Technology Inc. provides video services direct to mobile subscribers, as well as through customization / distribution partnerships with mobile operators, Internet portals, and device / service providers. Prior to Droplet Technology Inc., the company's executive team members had already set industry benchmarks in semiconductor imaging arrays, video compression technology, video transmission networks, advanced processor IC's for 3G wireless handsets and base stations, over-the-air download technologies, mobile Java applications, and performance verification of advanced wireless applications and services. Droplet is headquartered in Menlo Park, CA, with key outsourced software engineering teams, product development teams, and service deployment partnerships in the US, Europe, Korea, and China.

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