

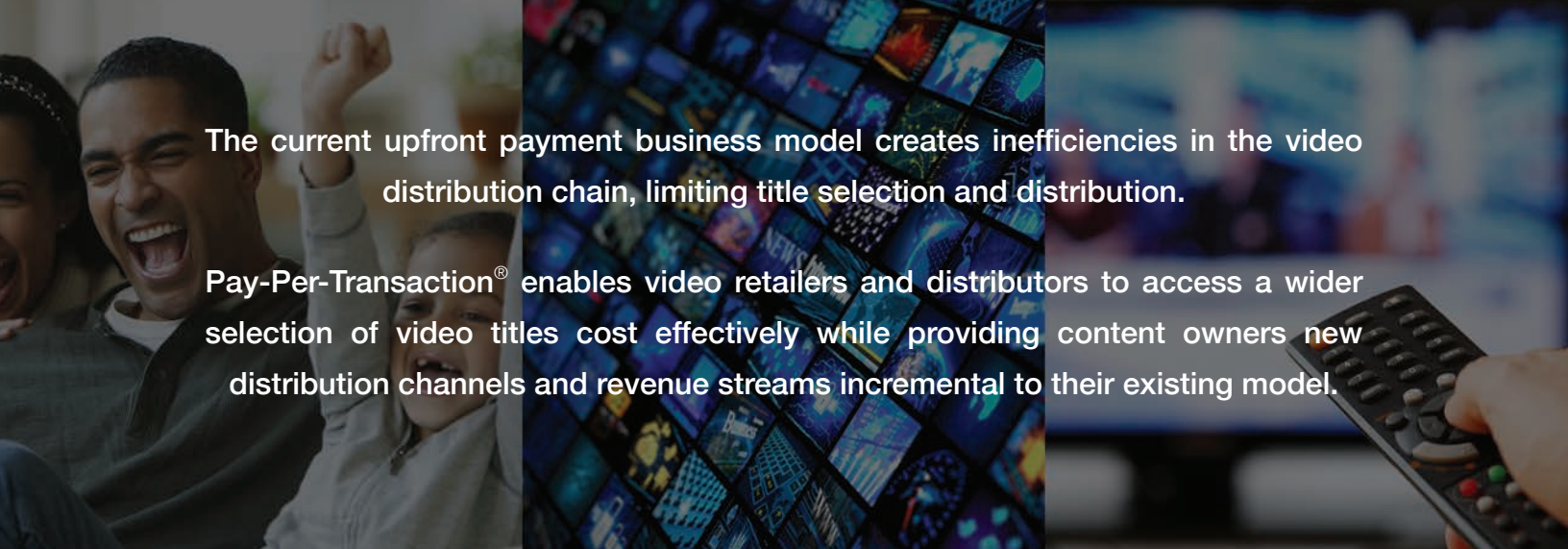
A person is sitting on a purple rug in a living room, watching a television. The TV screen displays a grid of movie posters, including titles like 'TAXI', 'WIT & LORE', 'KATY PERRY', 'THE SOCIAL NETWORK', 'ZEN: ZACK', 'AMERICAN', and 'THE DARK KNIGHT TRILOGY'. In the foreground, there is a large bowl of popcorn and a remote control on the floor. The person's legs and feet are visible, wearing blue jeans and white socks with blue stripes.

Pay-Per-Transaction[®]

increase revenue with lower risks
in home video distribution

As investment in original content continues to flourish, content owners and suppliers need incremental distribution channels to reach consumers. Pay-Per-Transaction[®] implements a revenue-sharing solution built on a trustworthy measurement platform that connects content owners with thousands of video retailers and distributors.

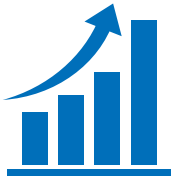




The current upfront payment business model creates inefficiencies in the video distribution chain, limiting title selection and distribution.

Pay-Per-Transaction[®] enables video retailers and distributors to access a wider selection of video titles cost effectively while providing content owners new distribution channels and revenue streams incremental to their existing model.

Product Advantages



New revenue

Our revenue-sharing model enables content owners, distributors and retailers to increase home video revenue, purely incremental to their existing revenue streams.



Expand market reach

Enables content owners to reach new distribution channels while providing distributors and retailers with increased breadth and depth of movie titles to attract new consumers.



Trustworthy measurement

We measure and audit every transaction by directly integrating with point-of-sale systems and servers, enabling accurate revenue sharing between studios, distributors and retailers.



Easy data access

Our 24/7 web portal provides instant access to sales and rental transactional activity, revenue sharing terms and statistics.

Key Features

- Our ordering and product management Internet portal provides the ability to monitor rental and sales activity, track ordering results, review product terms and identify trends.
- Studio accredited measurement and auditing system verifies each transaction between distributors, retailers and consumers.
- Professional services connect you to your Vobile representative who has the experience and analytical data to help target the right mix of product for your customers.
- Complete turnkey solution allows distributors to offer video rental services to customers instantly and cost effectively.



Visit www.vobileinc.com or contact us at info@vobileinc.com for more information.

Vobile is the worldwide leader in video and audio content protection, measurement and monetization services. Its patented core VDNA technologies enable fully automated identification, tracking and management of any video and audio content with high accuracy and scalability. Vobile operates the VDNA Database (VDDB), which is the most comprehensive database of authorized video fingerprints, metadata and business rules from major movie studios, television networks and record labels. Founded in 2005, the company is headquartered in Santa Clara, Ca., with additional offices in the United States, Japan and Hong Kong.

The Vobile, VDNA, VDDB, VideoTracker, MediaWise, mSync, logos are registered trademarks or trademarks of Vobile, Inc.