



VisualOn Helps Netflix Reach Members In Fragmented Android Market

CANNES, France, Oct. 3, 2011 /PRNewswire/ -- Today at the MIPCOM entertainment show, VisualOn, Inc. announced that Netflix, Inc. has selected VisualOn software for use within the Netflix application for Android devices.

Netflix use of VisualOn software has allowed Netflix to accelerate its application support for a broad range of Android devices. The Netflix application consistently is listed among the top 10 free applications on the Android Market.

"As one of the most relevant streaming video services today, we are proud Netflix selected VisualOn to support its mobile application for the Android platform," said Yang Cai, CEO of VisualOn.

"We selected VisualOn because it has a high performance with broad device coverage and was able to meet our demanding product and performance requirements," said Han-Shen Yuan, director of engineering, Netflix.

Global mobile data traffic grew 2.6-fold in 2010, nearly tripling for the third year in a row (Cisco). The number of people in the U.S. alone accessing mobile video in the first quarter of 2011 topped 28.5 million, a 41 percent year-over-year increase and up 100 percent since 2009 (Nielsen). These numbers suggest a growing mobile entertainment audience. With multiple operating systems and thousands of device models in the market, top entertainment brands are faced with a heavily fragmented landscape when it comes to content delivery.

"There is no doubt consumers are looking to mobile as a viable extension of the entertainment experience. It's important for content providers to reach this growing mobile audience no matter the device, and that fits well with VisualOn's core competence – we're experts in scalable, secure, high quality content delivery. Because our technology is built to be scalable across device models, we provide a tremendous market advantage in terms of both customer coverage and deployment time," said Yang.

In addition to the Netflix mobile app on Android, VisualOn technology also supports audio and video streaming services to smartphones, tablets, connected TVs, laptops, desktops, and connected set top boxes across iOS, Windows Phone, Mac OS, Windows, WinCE, Embedded Linux, and Symbian operating systems.

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About VisualOn

VisualOn, Inc. is a Silicon Valley based multimedia software company that enables rich entertainment experiences across smartphones, tablets, laptops, connected TVs and other mobile and convergent devices. VisualOn's unique patent-pending technology is designed to be platform agnostic for ease of integration, with optimized quality, performance, and minimal power consumption. Integration of digital rights management (DRM) is secure and efficient. VisualOn supports streaming, VOD, mobile TV and other multimedia applications with quality levels rivaling hardware based solutions. For more information, please visit www.visualon.com.

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