



## Vringo Announces Availability of a White Paper by SmallcapInsights.com

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### Paper Describes Adoption Rates and Growth Potential in the Mobile Video and Video Ringtone Industry

NEW YORK, May 19, 2011 (BUSINESS WIRE) --

Vringo, Inc. (NYSE Amex:VRNG), a provider of software platforms for mobile video applications and video ringtones, today announces the release of a white paper on the fast growing mobile video and video ringtone industry, by market analyst Arthur Goldgaber of SmallcapInsights.com.

Entitled "The Mobile Video and Video Ringtone Market: A Global Growth Market is Calling," the white paper describes the rapid adoption of mobile devices and smartphones around the globe and the resulting increase in demand for mobile entertainment, including video ringtones, full-track music downloads, as well as streaming video and television. The paper also describes how the increasing popularity of mobile video is becoming a strong revenue driver for mobile carriers and video service providers.

According to the report, "Improved handset technology and the availability of high speed data networks have spurred tremendous growth in mobile video consumption and revenues. The mobile video market will grow to 534.0 million global subscribers in 2014, representing \$16 billion in revenues in the United States alone, according to Pyramid Research. Mobile data traffic will grow at a compound annual growth rate (CAGR) of 92% from 2010 to 2015, reaching 6.3 exabytes per month by 2015, according to Cisco's projections."

The report further states that "Mobile phone technology and the increasing popularity of smartphones are providing a new and potentially lucrative revenue opportunity for the music industry, according to Nielsen. Especially among digital music's early adopter 20 to 24 year-old segment, the mobile phone is quickly becoming their main method of staying connected to the world (via Internet) and how they listen to and increasingly buy music. More promisingly, nearly one in four of those in their early 20s globally indicated they would be prepared to pay to download music videos on their mobile phone."

The publication of the white paper is a part of Vringo's continuing investor outreach and education program. To view the full white paper (free of charge, in PDF format), please visit: [www.smallcapinsights.com](http://www.smallcapinsights.com).

#### About Vringo

Vringo (NYSE Amex: VRNG) is a leading provider of software platforms for mobile video services and video ringtones. With its award-winning video ringtone application and other mobile software platforms, Vringo transforms the basic act of making and receiving mobile phone calls into a highly visual, social experience. Vringo's core mobile application, which is compatible with more than 400 handsets, enables users to create or take video, images and slideshows from virtually anywhere and turn it into their visual call signature. In a first for the mobile industry, Vringo has introduced its patented VringForward technology, which allows users to share video clips with friends with a simple call. Vringo has been heralded by The New York Times as "the next big thing in ringtones" and USA Today said Vringo's application has "to be seen to be believed." Vringo has launched its service with various international mobile operators, holds licensing deals with over 40 major content partners and maintains a library of more than 12,000 video ringtones for users in various territories. For more information, visit: <http://ir.vringo.com>.

For more information about how video ringtones work, visit: [www.vringo.com](http://www.vringo.com).

#### SEC Section 17(b) Disclosure

SmallcapInsights.com is a wholly owned subsidiary of Trilogy Capital Partners, Inc. ("Trilogy"). Trilogy has been engaged by Vringo, Inc. ("VRNG") to provide investor relations services.

Although the white paper described herein was commissioned and paid for by VRNG, the paper was generated independently by the author, and statements by the author are his own and not attributable to VRNG. Readers are advised to review the white paper in its entirety, including the disclosures and disclaimers noted therein.

For full 17(b) disclosure please click [here](#).

#### Forward-Looking Statements

This press release includes forward-looking statements that involve risks and uncertainties. Forward-looking statements are statements that are not historical facts. Such forward-looking statements are subject to risks and uncertainties, which could cause actual results to differ from the forward-looking statements. Vringo expressly disclaims any obligation to publicly update any forward-looking statements contained herein, whether as a result of new information, future events or otherwise, except as required by law.

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