

## Vringo Provides Update on Mobile Patent Portfolio

08/25/11

### Vringo's Mobile Patent Portfolio Includes 22 Patent Filings Focusing on Mobile Social and Personalization

NEW YORK, Aug 25, 2011 (BUSINESS WIRE) --

Vringo, Inc. (NYSE Amex: VRNG), a provider of software platforms for mobile video applications and video ringtones, today announced an update on its mobile patent portfolio.

Vringo's portfolio currently consists of 22 patent filings. Two patents relating to mobile technologies have been issued to date. Vringo developed its core IP and started filing its initial patent applications approximately six years ago, before much of the world was aware of the vast market potential for mobile applications. Vringo's patent portfolio is focused on personalization, mobile social and content sharing - especially as it relates to content visually displayed as a video ringtone and shared among one's friends. Vringo's IP portfolio covers both core features of Vringo's product lines and general inventions relating to mobile application development techniques.

"We are pleased with the depth and sophistication of our patent portfolio, as we view ourselves as pioneers in mobile social and video ringtones," said Jon Medved, Chief Executive Officer of Vringo. "As part of its culture, Vringo believes in the importance of a strong patent portfolio. We believe our IP provides critical protection for our video ringtone service at a time when mobile applications and patents have become hot topics. We believe that phones, no matter how smart they become, remain phones. The key activity is the phone call, and the key visual 'real estate' opportunities are the moments immediately before, during, and after the call. We have spent the last six years exploring and developing innovative ways to utilize mobile video screens during these key moments."

The first of the two patents issued to Vringo relates to U.S. Patent No. 7,761,816, which was issued on July 20, 2010. This patent covers core features of Vringo's video ringtone sharing, which enable a user to define buddies from a community, and to select media content to be played on devices of the user's buddies. Furthermore this patent relates to media content chosen by a user to be played by a media player on a device of a second user in response to an identification of the first user.

Vringo's second issued patent is U.S. Patent No. 7,877,746, which was issued on January 25, 2011, and addresses the personalization of standard, already compiled and signed software application downloads. In Vringo's programs, personalized installation files are passed to a user's device without modifying or invalidating the securely signed application file. In other words, the patent covers a method that automatically generates a personalized software installation file for each individual or specific user. This can dramatically reduce the costs and logistics of digitally signing applications to users' cell phones.

"Vringo has produced a significant amount of intellectual property, and we are pleased that several of our patent applications have moved through the system to issuance," said Andrew Perlman, Vringo's President. "We believe our patent portfolio provides us with a competitive advantage as we expand our business and as we continue promoting our commercial video ringtone and other mobile phone applications, such as Facetones, in Western Europe and the U.S."

Vringo believes that phone calls are an inherently social opportunity to leverage its technology. Vringo's patents protect the company's expertise in this area through the sharing of video clips and visual slideshows between phones. Other applications of this technology include calls to businesses, where the user's phone shows videos of the services / products while the phone is ringing, or "calls to action" at the end of a phone call, where a user may be prompted with an update from a friend's Facebook stream, show an ad, order movie tickets, or various other innovative possibilities.

### About Vringo

Vringo (NYSE Amex: VRNG) is a leading provider of software platforms for mobile social and mobile video services. With its award-winning video ringtone application and other mobile software platforms - including Facetones, Video Remix and Fan Loyalty - Vringo transforms the basic act of making and receiving mobile phone calls into a highly visual, social experience. Vringo's core mobile application 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's three recently developed platforms complement its original video ringtone technology. Vringo's Facetones™ product creates an automated video slideshow using friends' photos from social media web sites and photo sites, which is played each time a user makes or receives a call. Vringo's Video ReMix application, in partnership with music artists and brands, allows users to create their own music video by tapping on a Smartphone or tablet. Lastly, Fan Loyalty is a platform that lets users interact, vote and communicate with contestants in reality TV series, in addition to setting clips from the show as video ringtones. 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." For more information, visit: [www.vringo.com](http://www.vringo.com).

For comprehensive investor relations material, including fact sheets, white papers, conference calls and video, please follow the

appropriate link: [Investor Portal](#), [White Paper](#), [Overview Video](#) and [Facetones Video](#).

### **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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