



Vringo CEO Jon Medved Featured in Connect-World Magazine

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Medved Discusses the Latest Trends in Mobile Communications as Entrepreneurs and Cutting-Edge Companies Push for Further Social Mobile Interaction

NEW YORK, Jan. 26, 2012 /PRNewswire/ -- Vringo, Inc. (NYSE Amex: VRNG), a provider of software platforms for mobile social and video applications, today announced that an article authored by its CEO Jon Medved was featured in the January 2012 Asia-Pacific edition of *Connect-World* magazine.

The article, titled "Bringing the Social Context into Mobile Voice and Messaging Services," discusses the latest trends in mobile communications as entrepreneurs and cutting-edge companies around the world push for further social mobile interaction.

"The younger generation is constantly multi-tasking electronically and combining various types of messaging and social interactions within single platforms. They need more stimulation and context to keep their interest in a process, and so the natural next step is to incorporate their social environments within the context of the call or messaging environments," describes Mr. Medved.

The article explains that despite the fact that today's smartphones are defined by their high-quality, large screens which enable them to display visually rich content, the phone call and messaging screens of these devices are mostly "dead time," still displaying simple contact details and short messages such as caller ID that are standard on traditional legacy devices.

Mr. Medved concludes, "The social context after, during, and post the call or messaging session will give the callers or 'texters' a richer experience. With the social network as the enabler of the call or the message, interesting news, pictures, events and anecdotes will not only be shared verbally but enjoyed digitally by each party at the same time."

Vringo is focused on seizing this swelling shift toward enhanced social mobile interaction with its increasingly popular Facetones™ app, which generates an automatic, visually exciting slideshow of pictures and social content directly from friends' Facebook® profiles each time a user initiates or receives a call, or simply texts a contact on their mobile device.

To read the full article by Mr. Medved in *Connect-World: Asia Pacific*, please visit: http://www.connect-world.com/PDFs/articles/2012/AP_I_2012/AP_I_2012_11.pdf

For the complete January 2012 edition of *Connect-World: Asia Pacific* in its entirety, please navigate to: http://www.connect-world.com/PDFs/magazines/2012/AP_I_2012.pdf

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About Connect-World Magazine

Celebrating its 15th anniversary of global publication, the *Connect-World* series of magazines is a forum where the highest-level decision makers in the Information and Communications Technology (ICT) industry can air their views regarding the impact these technologies have upon regional and global development. *Connect-World* publishes editions for each of the world's major regions: Africa and the Middle East, Asia-Pacific, EMEA, Europe, India, Latin America and North America. *Connect-World* also publishes a yearly global issue, as well as special editions to commemorate special events, as well as shows and exhibitions. For more information, please visit: <http://www.connect-world.com>

About Vringo

Vringo (NYSE Amex: VRNG) is a provider of software platforms for mobile social and video applications. 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 video ringtone service 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 Facetones™ application creates an automated video slideshow using friends' photos from social media web sites, which is played each time a user makes or receives a mobile 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 that it partners with, as well as downloading and setting clips from such shows as video ringtones. Vringo's video ringtone application has been heralded by The New York Times as "the next big thing in ringtones" and USA Today said it has "to be seen to be believed." For more information, visit: www.vringo.com

For comprehensive investor relations material, including fact sheets, white papers, conference calls and video regarding Vringo and its applications, please follow the appropriate link: [Investor Portal](#), [White Paper](#), [Overview Video](#) and [Facetones™ Video](#)

Forward-Looking Statements

This press release includes forward-looking statements, which may be identified by words such as "believes," "expects," "anticipates," "estimates," "projects," "intends," "should," "seeks," "future," "continue," or the negative of such terms, or other comparable terminology. 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 materially from the forward-looking statements contained herein. Factors that could cause actual results to differ materially include, but are not limited to: our ability to raise capital to fund our operations, the continued listing of our securities on the NYSE Amex, market acceptance of our products, our ability to protect our intellectual property rights, competition from other providers and products and other factors discussed from time to time in our filings with the Securities and Exchange Commission. 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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