Rovi Powers New Premium Mobile Movie Service From Mei-Ah and China Mobile Hong Kong

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LAS VEGAS, (CONSUMER ELECTRONICS SHOW 2013), Jan. 7, 2013 (GLOBE NEWSWIRE) -- Rovi Corporation (Nasdaq:ROVI), driving digital entertainment innovation, today announced Mei Ah Digital Ltd. (Mei-Ah, a member of Mei Ah Entertainment Group), in collaboration with China Mobile Hong Kong Company Limited (China Mobile Hong Kong), is using DivX Plus Streaming® to deliver premium entertainment services to mobile users in Hong Kong. The UTV App by China Mobile Hong Kong enables its 4G LTE and 3G service subscribers to instantly access live TV broadcasting and Catch-up Video-On-Demand ("VOD") content from Android-based mobile phones and tablets. Catch-up VOD TV service is delivered using DivX Plus Streaming technology, Rovi's secure adaptive streaming format offering stunning visual quality and an advanced feature set. This is the world's first DivX Plus Streaming service on a 4G LTE network.

DivX Plus Streaming, which has quickly gained the support of major studios, IC manufacturers, device makers, and retailers, brings a cutting-edge feature set to streaming media that is typically characteristic of the Blu-ray Disc consumer experience. The solution supports 1080p high definition, subtitles, multiple language tracks, and trick-play features such as smooth fast forward and rewind, quick-start playback, and resume playback across devices.

"We are pleased to partner with Mei-Ah and to select DivX technology to deliver instant access to premium entertainment service on our customers' favorite mobile devices," said Sean Lee, Director and CEO of China Mobile Hong Kong Co. Ltd. "High-speed mobile broadband services enabled by our 4G LTE network help subscribers enjoy a smooth high-quality entertainment experience virtually anywhere."

"Rovi video delivery and display technologies, including DivX Plus Streaming, not only provides the secure delivery of our entertainment libraries but, importantly, provide consumers an exceptional viewing experience," said Steve Law, Executive Director of Mei Ah Digital Technology Ltd. "We are delighted to be expanding our work with Rovi and look forward to continuing to introduce services that provide consumers in China and beyond the freedom to enjoy their favorite entertainment across any screen."

In addition to supporting the new mobile service, DivX® technologies power Mei Ah's online Video-On-Demand services in China (http://www.116.tv/) and internationally (http://boyabo.com, since 2011). Boyabo.com offers titles in the DivX format for download-to-own as well as download-to-rent and uses DivX DRM technologies to enable consumers to download and enjoy content offline and across an extensive, multi-manufacturer ecosystem of consumer electronics devices, as well as Windows and Mac computers.

In addition to adopting Rovi technologies for the delivery and display of entertainment, Mei-Ah has adopted Rovi TotalCode to streamline content preparation. TotalCode offers professional-quality batch encoding of

video content in a broad range of digital distribution and broadcast formats and is being used by Mei-Ah to generate titles for both download and streaming.

"Our work with Mei-Ah is a showcase of the breadth and depth of Rovi technologies for enabling the digital entertainment value chain from content creation through consumption," said Matt Milne, Executive Vice President Worldwide Sales and Marketing, Rovi Corporation. "As Mei-Ah's services attest, Rovi technologies provide an end-to-end solution and enable the variety of use cases required – from downloading for viewing offline and across a range of devices to streaming directly to portable devices – to deliver the entertainment flexibility and freedom consumers crave."

DivX technologies are recognized by millions of consumers around the world for delivering great video performance, visual quality, and multi-screen interoperability. Over 750 million DivX devices have shipped into the market worldwide, ranging from Blu-ray players and HDTVs to game consoles and smartphones. DivX movies can be easily transferred via optical disc, USB drive, and SD memory cards or content can be streamed over a home network using DNLA for playback on registered DivX Certified devices.

About Mei Ah Entertainment Group

Mei Ah Entertainment Group was founded in 1984 and listed at Hong Kong Stock Exchange in 1993. Majoring in video distribution, the Group has been actively engaged in film investment and production since 1997, it has produced more than 150 titles to date and have a film library of approximately 600 titles, including many box office hits and internationally acclaimed titles. The Group has also been involved in TV series production and distribution, television channel operational, multi-media development and recently the cinema lines throughout China.

About China Mobile Hong Kong Company Limited

China Mobile Hong Kong Company Limited ("CMHK") is the wholly-owned subsidiary of China Mobile Limited (HKEx: 941) (NYSE:CHL). The Company was incepted in January 1997 and was the first PCS operator to launch the services in Hong Kong.

CMHK is a premier mobile network operator providing innovative and diversified communications services including voice, mobile data services, IDD & roaming services. The Company provides customers with comprehensive and high-speed mobile broadband services through various leading technologies include GPRS, EDGE, 3GHSPA and 4G LTE.

Riding on the strong support of its parent company China Mobile, CMHK has launched a series of cross-border mobile services for customers travelling between Hong Kong and China. Its "1-Card-Multi-Number" service, special BlackBerry and data plans are especially welcomed by frequent travelers.

The Company has been named as a "Caring Company" since 2002, and a recognized merchant under the "Quality Tourism Service" scheme since 2004.

For more information, please visit: www.hk.chinamobile.com

About Rovi Corporation

Rovi powers the discovery, delivery, display and monetization of digital entertainment. With innovative technology solutions for consumer electronics manufacturers, service providers, content producers,

advertisers, retailers and websites, Rovi connects people and the entertainment they love. The company holds over 5,000 issued or pending patents worldwide and is headquartered in Santa Clara, California. More information about Rovi can be found at rovicorp.com.

The Rovi Corporation logo is available at http://www.globenewswire.com/newsroom/prs/?pkgid=6482

Forward Looking Statements

All statements contained herein that are not statements of historical fact, including statements that use the words "will" or "is expected to," or similar words that describe the Company's or its management's future plans, objectives, or goals, are "forward-looking statements" and are made pursuant to the Safe-Harbor provisions of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks, uncertainties and other factors that could cause the actual results of the Company to be materially different from the historical results and/or from any future results or outcomes expressed or implied by such forward-looking statements. Such factors are further addressed in the Company's most recent report on Form 10-Q for the period ended September 30, 2012 and such other documents as are filed with the Securities and Exchange Commission from time to time (available at www.sec.gov). The Company assumes no obligation to update any forward-looking statements in order to reflect events or circumstances that may arise after the date of this release, except as required by law.

CONTACT: For more information, contact: Chris Taylor Rovi Corporation 408-562-3077 Chris.D.Taylor@rovicorp.com

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