



Augmentum Boosts Product Development of Droplet's Breakthrough Mobile Video Solution

Augmentum Announced as Offshore Product Development Partner for Droplet's All-Software User-Generated Video Service Suite

Foster City, CA and Shanghai, China— March 31, 2008-- [Droplet Technology](#) and [Augmentum](#), a leading provider of offshore outsourcing for software products and IT application development, today announced their ongoing partnership to develop and deliver breakthrough mobile user-generated video service solutions. Droplet's first major splash in the mobile industry came in June 2006 when the company partnered with Texas Instruments to demonstrate the first all-software solution that could add full VGA, 30 frame-per-second video camcorder capabilities to virtually any mobile phone with a camera function. Under a development partnership established in October 2006, Augmentum has helped Droplet to further leverage their core innovations in all-software video processing to design and launch a complete Mobile Video Creation and Asset Management solution. This all-software solution combines both Windows Mobile and Symbian Series 60-based client applications with a high-quality user interface for mobile devices, and a Flash-based server solution for online editing, sharing, upload, and monetization of user-generated video content. In addition to high-end product development, Augmentum is supporting Droplet's launch, including professional services and go-to-market strategies across multiple geographies.

“In Augmentum, we found a partner whose expertise spans the front and back-end of the mobile video world. Augmentum brought in a User Experience practice with distinct skill-sets in user interfaces for mobile devices. Their development team built a total solution around Droplet's core technology and greatly compressed critical time to market. As a result Augmentum allowed us to extend our team – for user experience design, product platform development, and even professional services,” said Dr. John D. Ralston, President and CEO of Droplet. “It is rare to find a partner who can so effectively support our innovations in both technology and business model,

as well as across multiple geographies. Given the role that Asia plays in coming up with the next big thing for mobile functionality, our partnership with Augmentum has allowed Droplet to focus on engineering our core technology differentiators while developing business in key sectors of the global market.”

“Droplet is pioneering the way video services can be delivered and enjoyed in a connected world. Their approach of moving video capability in mobile devices and server platforms from hardware to software significantly enhances the performance and profitability of mobile user-generated video services. With a single all-software platform, carriers can now offer a full suite of mobile user-generated video services - video capture, playback, sharing and editing, social networking, even real-time video communications. Droplet’s all-software approach allows these services to be supported in an unusually broad base of existing and future mobile devices, using much lower cost infrastructure server platforms, and with greatly simplified mobile network interoperability.” explained Frank Yu, President and COO of Augmentum.

About Droplet:

Droplet Technology, Inc. Capitalizing on the rapidly expanding adoption of video applications over the Internet and in mobile devices, Droplet provides video services direct to mobile subscribers, as well as through customization / distribution partnerships with mobile operators, Internet portals, and device / service providers. Droplet’s unique innovations in all-software video processing leverage and enhance the evolution of the Internet as a software-enabled platform for communications services, business collaboration, entertainment, and social networking. For more information, please visit www.droplet-tech.com or call (650) 688-5762.

About Augmentum

Augmentum provides outsourcing leadership for innovation. Augmentum engineers augment their clients' teams as an extension, utilizing leading edge development tools and technologies, as well as proven processes, to create commercial-quality software. The management team has decades of collective experience outsourcing commercial software and solutions. Augmentum, Inc. is headquartered in Shanghai and Beijing in China and in Foster City, California. The company has grown to 1,250 people in China out of 1,300 worldwide in four years since its founding. Augmentum was awarded Founding Member of the Community of Global Growth Companies, World Economic Forum 2007, Global Services 100 in 2007 and Risk Management winner at the China Outsourcing Summit in 2006 and is a Red Herring 100 company. For more information, please visit www.augmentum.com or call (650) 578-9221 x104.

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