



SVASE Announces the Selection of Droplet Technology to Demonstrate at "Launch: Silicon Valley 2008"

Menlo Park, CA – June 5, 2008— The Silicon Valley Association of Startup Entrepreneurs (SVASE) today announced that Droplet technology has been chosen to demo the company's Personal Mobile Video Service platform at "Launch: Silicon Valley 2008." The event, which will be held June 10 at the Microsoft Campus in Mountain View, is a leading Silicon Valley annual venue for emerging technology companies to launch their product or service.

Droplet was selected from 266 applicants vying for 30 coveted demo slots in Next Generation Internet, Computing, Life Sciences, Semiconductors, Acoustics, Media and Mobility categories. The event features an award for the "Most Promising New Company" in each of the presenting categories.

"Launch: Silicon Valley will spotlight some of the most innovative and exciting new startups across the globe," said Chris Gill, President and CEO of SVASE.

"We are honored and excited to have this opportunity to join the roster of global technology innovators at Launch: Silicon Valley, hot on the heels of launching Droplet's Personal Mobile Video Service Platform in April 2008", said John Ralston, Droplet's President and CEO. "Given the growing urgency among mobile operators, Internet portals, and device / service providers to enhance the performance and profitability of mobile video-enabled devices and services, this is a great opportunity to showcase the end-to-end benefits of Droplet's all-software mobile video service platform."

Launch: Silicon Valley is sponsored by Garage Technology Ventures, Cooley Godward Kronish, Draper Fisher Jurvetson, Microsoft, Townsend and Townsend and Crew, White & Case , Band of Angels, Kaufman Fellows Program, Keiretsu Forum, Krause Taylor Associates, Life Science Angels, Nair & Co, Outer Join, Sand Hill Angels, The Angels Forum, Business Wire and VentureDeal. Droplet will present on stage for 10-minutes during "Launch: Silicon Valley 2008."

For more information or to register for the event, go to <http://launchsiliconvalley.org/agenda.html>.

About SVASE

Founded in 1995 by entrepreneurs, for entrepreneurs, The Silicon Valley Association of Startup Entrepreneurs (SVASE) is the largest and fastest growing nonprofit in Northern California dedicated exclusively to helping technology and life science entrepreneurs start and grow successful businesses. SVASE provides support and resources for entrepreneurs, from the idea through initial rounds of funding to product launch, delivered at 12 monthly events and a continually evolving web site. For more information about SVASE, please visit <http://www.svase.org>.

About Droplet Technology, Inc. (<http://www.droplet-tech.com>)

Droplet sells the industry's only all-software Personal Mobile Video Service platform to mobile service providers, significantly enhancing the user experience and profitability of user-generated video, social networking, and video communication services. Droplet's breakthroughs in low-complexity video processing enable a far richer mobile video user experience, using much lower-cost handset and infrastructure server platforms than otherwise commercially feasible. Droplet is headquartered in Menlo Park, CA, with key outsourced software engineering teams, product development teams, and service deployment partnerships in the US, Europe, Korea, and China.

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