



Vesuvius Secures Dominant Patent Position for Wireless Multicast/Narrowcast Content Delivery

12/10/2003 4:56:00 PM

DENVER & SAN ANTONIO, Dec 10, 2003 (BUSINESS WIRE) -- Wireless technology firm Vesuvius Inc. has secured a dominant position in the projected \$86 billion customized infotainment market through the approval of six broad patents by the USPTO(a) or the PCT(b) covering the simultaneous delivery, or multicasting/narrowcasting, of audio, video or data to wireless devices.

The innovative intellectual property company has developed a platform independent technology allowing the use of a single channel to deliver content to hundreds or thousands of wireless devices at the same time. As multimedia content becomes more prevalent in the market, bandwidth utilization will become increasingly critical. Vesuvius technology solves this problem by dramatically reducing the amount of bandwidth required to reach large subscriber populations. Accordingly, the cost savings to wireless service providers, 2G-3G-WiFi, is nothing short of revolutionary.

In addition to multimedia delivery, this technology has broad emergency response capabilities allowing critical information to be targeted, disseminated and adapted to the changing conditions of even the worst emergency situations. Network congestion and circuit blocking will be things of the past enabling timely delivery of critical information to EMS, security teams and the general population.

"Effective delivery of information to like-minded demographic, psychographic or geographic user groups using minimal bandwidth is the optimum way to reach the largest number of users at the lowest possible cost," said Dan McKenna company President and CEO. "Through our approved patents, Vesuvius has a broad and dominant intellectual property position in this area."

The company is in discussions with investment bankers to explore strategic options to include an asset sale of the patent portfolio. Concurrently, the company continues to explore partnership and licensing agreements with various national and international cellular carriers, phone manufacturers and broadcasting entities.

Vesuvius is a technology development and intellectual property company. The company conceives, develops and patents novel wireless services for overlay on existing architectures for the delivery of content in a narrowcasted fashion over second, third and fourth generation cellular networks.

(a) USPTO is the United States Patent and Trademark Office

(b) PCT is the global Patent Cooperation Treaty