

# **Livewire Mobile Optimizes Mobile Music Service with Dolby Media Generator**

## **Brings High-quality, Bandwidth-efficient Audio Encoding for On-the-go Content**

LITTLETON, Mass., April 27, 2011 – Livewire Mobile (otcmkts: LVWR), a one-stop digital content solutions provider for carriers, handset and tablet manufacturers, and media companies, has collaborated with Dolby Laboratories, Inc. to optimize the delivery and playback of its full-track music service for mobile users.

Dolby® Media Generator will provide high-quality, bandwidth-efficient audio content preparation for Livewire Mobile's end-to-end mobile music service. Dolby Media Generator provides an advanced set of tools that empower content owners, aggregators, and distributors to format material for more reliable and efficient delivery, lower storage and bandwidth costs, and higher playback quality.

Livewire Mobile plans to encode its entire music catalog, featuring content from the four major labels and over 3000 independent labels, in Dolby Pulse, which is Dolby's digital format based on the High-Efficiency AAC (HE AAC) audio codec. Dolby Pulse combines the efficiency and widespread compatibility of HE AAC audio coding with Dolby's proven quality and audio expertise, ensuring the optimal combination of quality, efficiency, and integrity of content. The ability of Dolby Pulse to deliver high quality stereo audio at bitrates of 48Kbps or lower makes it perfectly suited for mobile network delivery. Livewire Mobile will begin offering its music service enabled with Dolby technology in July 2011.

"Mobile users want the same high-quality listening experience they receive on their home music systems while they are on the go," said Tom Maguire, vice president, mobile, Dolby Laboratories, Inc. "Collaborating with Livewire Mobile allows us to provide a wider audience of users with an incredible listening experience."

"We always strive to provide our customers with the best-in-class content available," said Matthew Stecker, president and CEO of Livewire Mobile. "Dolby Media Generator and Dolby Pulse will allow us to offer enhanced audio quality to end users while minimizing bandwidth and storage costs for our mobile operator customers."

### **About Livewire Mobile**

Livewire Mobile (otcmkts: LVWR) is a Mobile Internet powerhouse with one of the most comprehensive one-stop digital content solutions for carriers, handset and tablet manufacturers and media companies entering the mobile content market. The Company's integrated suite of personalization services includes ringback tones, ringtones, DRM-free mobile full-track music and videos, fully integrated storefronts, extensive content, and other applications, as well as dedicated content marketing, mobile advertising solutions, and integrated storefront management and merchandising. For more information, please visit [www.livewiremobile.com](http://www.livewiremobile.com).

Livewire Mobile is a registered service mark of Livewire Mobile, Inc. Dolby is a registered trademark of Dolby Laboratories.

Statements other than historical facts included or referred to in this Press Release are "forward-looking statements", including forward-looking statements about our plans to encode our entire music catalog, featuring content from the four major labels and over 3000 independent labels, in Dolby's Pulse, which is Dolby's digital format based on the high efficiency AAC (HE AAC) audio codec, our striving to provide our customers with the best-in-class content available and the Dolby Media Generator and Dolby Pulse allowing us to offer enhanced audio quality to end users while minimizing bandwidth and storage costs for our mobile operator customers. These statements are based on management's expectations as of the date of this document and are subject to uncertainties and changes in circumstances. Actual results may differ materially from these expectations due to risks and uncertainties including, but not limited to, uncertainties with respect to our plans to encode our entire music catalog, featuring content from the four major labels and over 3000 independent labels, in Dolby's Pulse, which is Dolby's digital format based on the high efficiency AAC (HE AAC) audio codec, our striving to provide our customers with the best-in-class content available, the Dolby Media Generator and Dolby Pulse allowing us to offer enhanced audio quality to end users while minimizing bandwidth and storage costs for our mobile operator customers and other risks. In addition, while management may elect to update forward-looking statements at some point in the future, management specifically disclaims any obligation to do so, even if its estimates change. Any reference to our website in this press release is not intended to incorporate the contents thereof into this press release or any other public announcement.

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