

# **uVuMobile Delivers The Pentagon Channel to Mobile Phones Worldwide**

***Mobile Video Streaming Service Now Available to Millions of Military Personnel and Civilian Employees***



Released on: May 12, 2010, 6:57 am

Author: [uVuMobile™](#)

Industry: [Telecommunications](#)

**WASHINGTON, D.C. and ATLANTA, Ga** – May 12, 2010, **uVuMobile™**, Inc. ( [UVUM.PK](#) ), a mobility solutions and content aggregator, today announced that they have partnered with the Pentagon Channel to deliver live programming to video enabled mobile phones and military personnel around the world.

The uVuMobile VXStream platform, which allows content providers like The Pentagon Channel to offer comprehensive suites of rich media to consumers, is providing soldiers on the move, and even loved ones at home, a new way of keeping up-to-date on the news and programming that affect their daily lives.

Members of the military community, including the Pentagon Channel's audience of more than 2.6 million members of the U.S. armed forces, will be able to access live broadcasts of military news and information through their cell phones, anytime of day and in any worldwide location with a cellular connection. Thanks to the uVuMobile partnership, news updates and programming from the channel can be viewed at home and overseas on most video enabled feature phones – including Blackberries, Palms, Google's Nexus One, and Windows Smartphones.

Utilizing the growing popularity of live video streaming to cell phones, this partnership furthers the mission of The Pentagon Channel. The channel, which was designed by the Department of Defense to enhance timely communications for members of the armed forces, provides 24-hour

information and media to viewers, which include 1.4 million active duty service members, 1.2 million members of the National Guard and Reserves, and the 650,000 employees of the Department of Defense.

"We are excited to be working with The Pentagon Channel to deliver its programming to mobile phones, worldwide and to play a role in ensuring our troops are informed with the latest military news on a real-time basis," said Richard Seifert, President and CEO, uVuMobile. "Our VXStream platform will ensure a high quality and robust experience to the millions of military and civilian personnel who view this valuable resource."

Subscribers to the video streaming service will have access to the entire slate of The Pentagon

Channel programming including: Department of Defense news briefings, Daily News Updates, Fit for Duty, The American Veteran, The Grill Sergeants, Pacific Report, interviews with top Defense officials and short stories about the work of our military.

Users can access the new service by going to <http://www.uvumobile.com/tpc> on their mobile phone.

"We are delighted to add this feature to our arsenal of distribution options," said Brian Natwick, General Manager of the Pentagon Channel. "In order to serve our viewers, they must first be able to get our content. This 'TV everywhere' opportunity is just another way we can give our service members what they need."

### **About**

### **uVuMobile**

uVuMobile recognizes the ever-increasing demand for personalized, interactive entertainment content anytime and anywhere on media-enabled devices by offering a full suite of products that effectively deliver video and audio content to mobile handsets. uVuMobile with its partner Wasp Mobile provides back-end media hosting, application development, mobile marketing, messaging, content aggregation, billing, advertising and other services directed towards the mobile business-to-business market. These services are now available to entertainment brands, carriers, developers, aggregators, distribution partners and other players in the mobile value chain. uVuMobile now offers ad supported and white label mobile video services. For additional information, please visit [www.uvumobile.com](http://www.uvumobile.com).

### **About**

### **Pentagon**

### **Channel**

The Pentagon Channel broadcasts military news and information for and about the 2.6 million members of the U.S. Armed Forces -- Active Duty, National Guard and Reserve. The channel is available on-base to more than 1.3 million service members who live and work on more than 370 military bases, camps and installations in the U.S. The channel is also available to the 800,000 service members and their families serving overseas in 178

countries via the American Forces Radio and Television Service (AFRTS). The channel also reaches more than 18 million households through commercial distribution on satellite and cable systems nationwide. In addition, the channel programming is streamed live 24/7 at [www.pentagonchannel.mil](http://www.pentagonchannel.mil), is available via Video On Demand, and podcast - both audio and video -- from this Website.

**Forward**

**Looking**

**Statement**

Safe Harbor Act: This release includes forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995 that involves risks and uncertainties including, but not limited to, the impact of competitive products, the ability to meet customer demand, the ability to manage growth, acquisitions of technology, equipment, or human resources, the effect of economic business conditions, and the ability to attract and retain skilled personnel. The Company is not obligated to revise or update any forward-looking statements in order to reflect events or circumstances that may arise after the date of this release. All trademarks and/or registered trademarks are the property of their respective owners.

# # #

**Contact:**

uVuMobile:  
Ron Warren  
(678) 417-2000

The Pentagon Channel Contact:  
David Silverstein  
(703) 428-0200  
[dsilverstein@pentagonchannel.mil](mailto:dsilverstein@pentagonchannel.mil)

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)