



Media Contacts:

Geoff Katz
310-770-8312
geoff@rcdb.net

Julie McHenry
650-504-6655
julie@comminsight.com

**Related Content Database, Inc. Supports Development of Flixster Application
to Samsung Smart TVs**

Watchwith Delivery Platform™ Accelerates App Deployment

LAS VEGAS, CONSUMER ELECTRONICS SHOW — January 10, 2012 – Related Content Database, Inc. (RCDb), the leader in related content syndication, today announced its participation in the development of a “disc to digital” application for Flixster. The disc to digital feature will allow consumers to add their existing DVD libraries, from participating studios, to their UltraViolet digital library, which will then be viewable on a wide range of devices. RCDb’s Watchwith Delivery Platform helped accelerate the development for this innovative service and RCDb provided design and development services for the Flixster consumer experience.

“With the new disc to digital capability, Flixster and Samsung are helping consumers transition disc-based content to a more flexible and convenient digital format. Consumers can now store their movie collections in the cloud and then enjoy them on their Samsung TV’s through the Flixster Smart Hub app,” said [Zane Vella](#), chief executive of RCDb. “This is a big step forward in our mission to help content owners unlock the potential of their digital content libraries.”

“Flixster is committed to helping movie fans enjoy their content on all their digital devices, from large-screen TV’s to tablets and smart phones“, said Brian Phillips, Flixster Product Manager. “RCDb’s connected TV software and multi-screen development experience helped us deliver the best Flixster user experience possible.”

About Related Content Database, Inc.

RCDb, the leader in related content syndication, unlocks value for the entertainment industry by transforming how people experience video. RCDb’s Watchwith Delivery Platform™ enables content creators to realize new value through enhanced offerings made possible by the rapid deployment of interactive video content and services to managed network set-top boxes, connected TVs, game consoles and Blu-ray™ discs and players. Media owners and service providers gain valuable new

Related Content Database, Inc.
66 Mint Street, 3rd Floor
San Francisco, CA 94103

phone 415.552.1552
fax 415.520.6451
rcdb.net



viewer experiences. Driven by the Related Content Database™ of frame-level metadata, RCDb enables monetization of film and television shows across multiple consumer touch points. Motorola Mobility, Inc., and Sony are strategic investors in the company. RCDb has offices in San Francisco and Los Angeles. For more information visit www.RCDb.net.

###

NOTE: Watchwith Delivery Platform and Related Content Database are trademarks of Related Content Database, Inc. All other trademarks are the property of their respective owners.