



Personalized Media Communications Secures Patent License from TV Maker, Tongfang

For Release

Sugar Land, TX, June 4, 2018 – Personalized Media Communications, LLC (PMC), which owns and manages a portfolio of fundamental patents covering the inventions of John C. Harvey, has secured a license with Tsinghua Tongfang, a digital television manufacturer engaged in consumer electronics, information technology, energy and environmental industries.

Tongfang joins other television manufacturers who have taken PMC patent licenses, including Sony, Panasonic, Haier and Vizio. Other notable PMC licensees include Cisco, DirecTV and Samsung. Details of the license are confidential.

For a complete list of PMC licensees, including recent transactions, go [here](#).

The PMC portfolio consists of over 100 issued patents and pending applications. The majority of PMC's patents have issued since 2010. PMC inventions enable media providers to distribute their content securely and enhance it through a variety of techniques, including personalization, combined media and interactivity. For more information visit www.personalizedmedia.com.

About Personalized Media Communications

Personalized Media Communications owns a fundamental intellectual property portfolio developed over thirty years by its chief inventor and founder, John C. Harvey. The patents cover the use of control and information signals embedded in electronic media content to generate output for display. All of the 80 plus active patents have either 1981 or 1987 priority dates because of patent office delays re-examining them. They will not begin to expire until 2027.

PMC inventions describe architecture for secure delivery and presentation of enhanced media content. The inventions are applicable to media delivery platforms, such as streaming video and audio and the Internet, using devices such as cellular phones, set top boxes and in-car infotainment systems. Licensees include Cisco Systems, Motorola Mobility, Panasonic, Zynga and Sony.

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