



Vringo Announces Availability of a White Paper on the Mobile Social Market by SmallcapInsights.com

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Paper Describes the Rapid and Dramatic Shift to Mobile Social Apps

NEW YORK, Oct 27, 2011 (BUSINESS WIRE) --

Vringo, Inc. (NYSE Amex: VRNG), a provider of software platforms for mobile social and video applications, today announces the availability of a white paper on the growing industry of mobile social applications, by market analyst Arthur Goldgaber of SmallcapInsights.com.

Entitled "A Social Shift to Mobile: The Booming Social Media App Market," the white paper describes the rapid adoption of mobile social applications around the world and how they are being fueled by social media sites such as Facebook(R). The paper also describes how the growing popularity of smartphones has spurred further development of innovative apps at an increasingly faster rate.

Describing the importance of mobile social networking to Facebook(R), the white paper states, "As of September 2011, Facebook(R) had over 350 million mobile users out of a total 800 million (and still growing) who are registered with the social networking site. By 2012 or 2013, it may be better described as a mobile company with half of its users accessing the social media site with their smart phones and other such devices... More importantly to the company, people who engage with the social networking site via mobile devices are twice as active as people who only surf it on their computers."

According to the report, "Recent research by firm comScore provides data to document the rapid migration of social networking activities from computers to mobile phones in the past few years... The research substantiated that social media is one of the most popular and fastest growing mobile activities, reaching nearly one third of all U.S. mobile users, especially for owners of smartphones. comScore's research found that three in five smartphone users accessed social media each month, which highlighted the importance of apps and the enhanced functionality of smartphones to social media usage on mobile devices."

The report also highlights Vringo's Facetones(TM) application as an example of integrating the social network and mobile experiences. Facetones(TM) connects with Facebook(R) and generates an automatic, visually exciting slideshow of pictures and social content each time a user makes or receives a phone call.

The publication of the white paper is a part of Vringo's continuing investor outreach and education program. To view the full white paper (free of charge, in PDF format), please visit: www.smallcapinsights.com.

Facetones(TM) is a trademark of Vringo, Inc. and is not sponsored or endorsed by Facebook(R) nor is Facebook(R) affiliated with Vringo, Inc.

About Vringo

Vringo (NYSE Amex: VRNG) is a provider of software platforms for mobile social and mobile video services. With its award-winning video ringtone application and other mobile software platforms - including Facetones(TM), Video Remix and Fan Loyalty - Vringo transforms the basic act of making and receiving mobile phone calls into a highly visual, social experience. Vringo's video ringtone service enables users to create or take video, images and slideshows from virtually anywhere and turn it into their visual call signature. In a first for the mobile industry, Vringo has introduced its patented VringForward technology, which allows users to share video clips with friends with a simple call. Vringo's Facetones(TM) product creates an automated video slideshow using friends' photos from social media web sites, which is played each time a user makes or receives a mobile call. Vringo's Video ReMix application, in partnership with music artists and brands, allows users to create their own music video by tapping on a Smartphone or tablet. Lastly, Fan Loyalty is a platform that lets users interact, vote and communicate with contestants in reality TV series that it partners with, as well as downloading and setting clips from such shows as video ringtones. Vringo's video ringtone application has been heralded by The New York Times as "the next big thing in ringtones" and USA Today said it has "to be seen to be believed." For more information, visit: www.vringo.com

For comprehensive investor relations material, including fact sheets, white papers, conference calls and video regarding Vringo and its applications, please follow the appropriate link: [Investor Portal](#), [White Paper](#), [Overview Video](#) and [Facetones Video](#).

SEC Section 17(b) Disclosure

SmallcapInsights.com is a wholly owned subsidiary of Trilogy Capital Partners, Inc. ("Trilogy"). Trilogy has been engaged by Vringo, Inc. ("VRNG") to provide investor relations services. Although the white paper described herein was commissioned and paid for by VRNG, the paper was generated independently by the author, and statements by the author are his own and not attributable to VRNG. Readers are advised to review the white paper in its entirety, including the disclosures and disclaimers noted therein.

For full 17(b) disclosure please click [here](#).

Forward-Looking Statements

This press release includes forward-looking statements, which may be identified by words such as "believes," "expects," "anticipates," "estimates," "projects," "intends," "should," "seeks," "future," "continue," or the negative of such terms, or other comparable terminology. Forward-looking statements are statements that are not historical facts. Such forward-looking statements are subject to risks and uncertainties, which could cause actual results to differ materially from the forward-looking statements contained herein. Factors that could cause actual results to differ materially include, but are not limited to: our ability to raise capital to fund our operations, the continued listing of our securities on the NYSE Amex, market

acceptance of our products, our ability to protect our intellectual property rights, competition from other providers and products and other factors discussed from time to time in our filings with the Securities and Exchange Commission. Vringo expressly disclaims any obligation to publicly update any forward-looking statements contained herein, whether as a result of new information, future events or otherwise, except as required by law.

SOURCE: Vringo, Inc.

Company Contact:

Vringo, Inc.

Aaron Godfrey, Director of Communications

646-525-4319 x 2547

Email: agodfrey@vringo.com

Skype: agodfrey_vringo

Twitter: [@vringo](https://twitter.com/vringo)

or

Financial Communications:

Trilogy Capital Partners, Inc.

Darren Minton, President

Toll-free: 800-592-6067

info@trilogy-capital.com