



February 27, 2017

RealNetworks and Ditty Answer the Call to Modernize Ringback Tones with HELLO

SEATTLE, Feb. 27, 2017 /PRNewswire/ -- Today, [RealNetworks](#) (NASDAQ: RNWK), the inventor of the ringback tone, announced a partnership with [Ditty](#), an award-winning music platform to power the company's new ringback tone application, HELLO. With Ditty's proprietary technology, HELLO will enable users to create one-of-a-kind ringbacks featuring personalized lyrics "sung" by Ditty for friends to hear and see when they call.



Ditty sings whatever a user types, allowing anyone to express themselves musically. Ditty was created by multi-Grammy Award-winning producer/songwriter and former Chairman/CEO of Virgin Records, Matt Serletic. The music app has received numerous awards and has been recognized as the #1 music app in 25 countries and among the top ten in 124 countries. HELLO users will have access to Ditty's robust library of top global hits as they create custom ringback tones.

RealNetworks has extensive experience developing and deploying state-of-the-art, reliable RBT systems. In 2002, RealNetworks' WiderThan Division launched the world's first RBT service with SK Telekom in South Korea, and today through its LISTEN™ platform the Company operates the most innovative and easy-to-use RBT mobile apps for carriers worldwide.

"The RealNetworks legacy in ringback tones runs deep," said Matt Serletic. "HELLO is yet another game-changer and we're proud to partner with the company to reimagine ringback tones for both carriers and consumers alike."

"RealNetworks, in partnership with other carriers around the world, manages more than 20 million active global ringback tone subscribers across tier-one markets in North America, Brazil, Europe, Asia and Australia, and the numbers are growing," said Max Pellegrini, president of Mobile Services at RealNetworks. "Traditionally, ringbacks have been pre-recorded music that are unaffected by the user, but now with HELLO, we're able to customize the experience, offering the chance for users to express themselves musically in ways once unimaginable."

HELLO will debut to wireless carriers in English on iOS and Android this summer. Chinese, Japanese, and Spanish releases are planned for the near future. HELLO is free for consumers to download and use. Premium content is available through in-app purchases or subscription.

To view these demos and learn more about HELLO, please visit RealNetworks at Mobile World Congress in Barcelona, Spain, February 27, 2017 - March 2, 2017, at Fira Gran Via, Hall 1, Stand #1H21.

More information on RealNetworks' ringback tone services is available at <http://www.realnetworks.com/products-services/mobile-services/mobile-apps>

About RealNetworks, Inc.

RealNetworks creates innovative applications and services that make it easy to connect with and enjoy digital media. RealNetworks invented the streaming media category and continues to connect consumers with their digital media both directly and through partners, aiming to support every network, device, media type and social network. Find RealNetworks corporate information at www.realnetworks.com.

RealNetworks and LISTEN are registered trademarks of RealNetworks, Inc. in the United States and other countries. All other trademarks are the property of their respective owners.

About Ditty

Ditty is a new music platform developed by Zya, Inc. - a leading global music technology company founded to break down the walls of music creation and expression. The company holds over 40 patents for artificial intelligence, dynamic content delivery, gamification and playback innovations, as well as licensing agreements with all three major music companies.

Led by multi-Grammy Award-winning producer/songwriter and former Chairman/CEO of Virgin Records Matt Serletic, Zya's team brings a wealth of expertise in the music, technology, and gaming sectors. The company is headquartered in Calabasas, California, just northwest of Los Angeles.

To view the original version on PR Newswire, visit:<http://www.prnewswire.com/news-releases/realnetworks-and-ditty-answer-the-call-to-modernize-ringback-tones-with-hello-300412243.html>

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