



SecureMedia Enables End-to-End Content Protection for Edgeware's Revolutionary Video Streaming Platform

Award-winning Encryptonite ONE™ System CA/DRM, with its exclusive EverLock™ process, now secures innovative, diskless Edgeware Video Servers

NATICK, MA USA and STOCKHOLM, SWEDEN — 10 January 2009 — SecureMedia, the technology leader in open content protection software for secure video and multimedia delivery over IP networks and Edgeware, the supplier of revolutionary server systems for On-Demand TV today announce that SecureMedia's Encryptonite ONE™ System CA/DRM (conditional access/digital rights management) software solution is now integrated with Edgeware's carrier-grade Video Server technology, enabling persistent protection of network-distributed video on-demand (VoD) and streaming digital entertainment. Unique to the industry, the Edgeware Video Servers incorporate a fully solid-state design making use of a hardware implemented video pump and flash memory storage allowing it to achieve order of magnitude improvements in reliability, power consumption, rack space and price per video stream.

Purpose designed for network deployment, the Edgeware servers have generic capabilities for a fully distributed on-demand service architecture. This allows video services to be deployed with a minimum of costly network upgrades.

Addressed applications include Time Shift TV, Video On-Demand (VoD), network Personal Video Recording (nPVR) and Ad Insertion for cable and telco deployments, in addition to Web TV applications for CDNs, broadcasters and video service providers.

"We are delighted to add SecureMedia, with its renown experience in digital cryptography and cutting-edge DRM technology, as a trusted partner," said Göran Appelquist, Vice President of Business Development at Edgeware AB. "Consumer demand for HD content and bandwidth-hungry services such as VoD, Time Shift TV, nPVR and Web-TV continues to increase. We can now rely on the proven security and scalability of the SecureMedia's Encryptonite One™ System to protect these new television services that are delivered on the Edgeware server platform."

"The Encryptonite One™ System's true innovation is its ability to easily and securely support new and disruptive digital media transport technologies," said Fred Ellis, COO of SecureMedia. "Edgeware's server platform leads the new generation of scalable server architecture with its use of solid-state flash memory and high streaming performance. SecureMedia is happy to support the Edgeware server platform with the digital content protection, enabling worldwide operators to obtain, store and distribute the best in digital entertainment from leading film studios and broadcast networks."

The Encryptonite ONE System, winner of both the TelcoTV 2008 Vision Awards and the 2008 IPTV World Series Award for best content protection is today's proven multi-format, multi-platform CA/DRM software solution that provides the highest levels of digital content security while offering operational efficiencies and extended value. Approved by all major film studios and TV broadcasters, the Encryptonite ONE System allows telcos and broadband operators to acquire distribution rights to the most compelling broadcast channels and VOD programming. Its unique system design features an ultra-light, processor-efficient client that can be deployed on virtually any consumer media appliance to allow ubiquitous secure content distribution on current and future set-top boxes, PCs, portable players and mobile phones. Employing a patented, common encryption scheme for both broadcast and VOD content and through its exclusive EverLock™ process, the Encryptonite ONE System is the only solution available today that enables persistent and efficient protection of content at all times in distribution and storage including in DVR and nDVR applications. Newest innovations include exclusive platform extensions that allow for selectable digital forensics to track, identify and deter piracy of valued content (IdentiFind™), support for DVB Simulcrypt enabling DVB-T, DVB-C, DVB-S, DVB-H services (SecureCast™), rapid middleware integration to speed time-to-market (CodeConnect™), and configurable security parameters for diverse quality content (TrustAdjust™).

About Edgeware

Edgeware is the supplier of revolutionary server systems for on-demand TV, setting the new industry standard for video streaming over IP. Edgeware provides unique technology with unmatched cost, energy efficiency and quality of service.

Addressed applications include Time Shift TV, VoD, nPVR and Ad Insertion for cable and telco deployments, in addition to Web TV applications for CDNs, broadcasters and video service providers.

By combining solid-state flash memory and hardware accelerated streaming, Edgeware offers a radically different approach to server architecture. The system solutions include dynamic asset propagation and service management, enabling fully distributable and scalable platforms that dramatically reduce investment and operational costs.

Read more at www.edgeware.tv

About SecureMedia

SecureMedia is the world's most experienced provider of proven open platform content protection software for the delivery of video-on-demand, IPTV, multimedia, music and other digital content over broadband IP networks. Winner of the industry's two highest awards for best content protection; the 2008 IPTV World Series Award and the TelcoTV Visions Award, SecureMedia was the first company to introduce the Hollywood studios and leading broadcasters to the advantages of software-based content security systems. Today, SecureMedia enables "Entertainment Everywhere!™" by delivering innovative digital media content security solutions including the popular Encryptonite ONE™ System CA/DRM software suite, the eONE™ Virtual Set Top Box for PC and MAC, the eONE™ PC Media Player and comprehensive software developer kits. Founded in 1996 and headquartered in Boston, Massachusetts, USA, SecureMedia, a Cavalier Telephone and TV company, services its global customers with offices in San Francisco, London, Amsterdam, Dubai, Beijing and Auckland aided by representatives in Moscow, Stockholm, Bucharest, Paris, Ried, Pretoria, Tokyo, Hong Kong, Seoul, Taipei and Melbourne. For more information visit www.securemedia.com.

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Media Contact:

SecureMedia

Jim Welch
jwelch@securemedia.com
+1 508-400-2175
+1 508-651-0486 Fax

Edgeware
Maria Leding
maria.leding@edgeware.tv
+46 703 580 751