

Bazuca Selects BuyDRM For Mobile DRM Solution

KeyOS Device DRM agents with PlayReady to power Bazuca VOD service expansion with iOS and Android Applications

Austin, Texas , — July 31st, 2012 — BuyDRM™, a pioneer in DRM technologies for premium content distributors, announced today that the company has been selected by Bazuca to provide DRM Services for their expansion onto today's popular Android and iOS devices. BuyDRM's KeyOS™ platform will provide the crucial content encryption and licensing technologies as well as Device DRM agents supporting Microsoft's PlayReady Content Access Protection technology.

As a licensee of content from Disney, Paramount Studios, Warner Brothers, Columbia Pictures and Universal Pictures, Bazuca has to ensure the utmost highest levels of security are deployed around the consumer experience in a completely transparent manner. With more and more consumer content experiences occurring on portable platforms, security becomes extremely relevant in this expanding marketplace. BuyDRM's Device DRM solution is invisible to the consumer and provides the flexibility Bazuca requires while ensuring they are secure using today's most popular media formats.

"BuyDRM and Bazuca are focused on rolling out an extremely effective mobile content offering" said Christopher Levy, CEO BuyDRM™. "Using our Device DRM agents with PlayReady, Bazuca will be able to concentrate on what they do best, compelling consumer content offerings, and spend less resources on device content security."

"The expansion of our service to Android and iOS-based devices requires a solution to all of our DRM needs. The KeyOS™ platform permits our customers to securely stream content to smartphones and tablets while complying with all the demanding security requirements of our content partners." said Rodrigo Terrazas, CEO Bazuca. "We chose BuyDRM™ after an exhaustive review of all available solutions. For Bazuca, they are the best partner with the best content security and rights management offering for our service."

About Bazuca:

Bazuca is Chile's leading online movies service that offers a streaming video service that provides thousands of hours of content including new releases, TV shows, as well as contemporary and classic films in SD and HD. Users can instantly watch movies and TV shows from the Bazuca on Demand website or directly through SmartTV's and connected Blu-ray players, among other connected devices.

For more information please visit <http://www.bazuca.com>.

About BuyDRM:

BuyDRM™ is a leading provider of Digital Rights Management and Content Security Services for the entertainment, enterprise and education industries with customers spanning the globe. As the oldest company in the world offering DRM for IP-based media, BuyDRM has amassed substantial success stories in the commercial deployment of DRM related technologies. Television networks, movie studios, cable MSO's, telcos, and premium content distributors use BuyDRM's™ award-winning KeyOS™ DRM Platform to provide robust content security for their IP video offerings to a variety of connected devices. BuyDRM's™ customers include NBC Universal, Fox Filmed Entertainment, Sony Pictures Entertainment, Alliance Films, HBO GO Europe, The BBC, RTL Klub, FotoKem, By Deluxe, Intertrust's SyncTV, SingTel, NVIDIA, SC Johnson, Smith Micro and Waoos DK.

For more information please visit <http://www.buydrm.com>.