

## **Microsoft Selects BuyDRM's KeyOS™ Platform To Enable Secure Corporate Communications**

### **KeyOS Deployed For Microsoft Company Meeting and Windows 8 - Surface Launch**

Austin, Texas- October 29th, 2012 -- BuyDRM™, a pioneer in DRM technologies for premium content distributors, announced today that the company has been selected by Microsoft to provide PlayReady DRM services for secure corporate communications. BuyDRM's KeyOS platform was selected due to its flexibility in deployment and robust security.

BuyDRM has developed and deployed a robust method of "to-scale" license delivery services that can support large scale enterprise and entertainment deployments on the Windows Azure platform. KeyOS customers utilize a best of breed approach to content encryption with KeyOS integrated with 14 of today's most popular content encoding and delivery platforms.

"BuyDRM's KeyOS solution provided us confidence that the video feed and on-demand content from our 2012 company meeting would be safely delivered only to the Microsoft personnel we intended," said Frank Delia, Principal Solution Manager, Microsoft Corporation. With KeyOS, Microsoft is able to deliver content from the cloud in a secure and scalable manner.

"As a longtime partner of Microsoft's, we have worked to deliver industry-leading solutions and services around commercial DRM deployments." said Christopher Levy, CEO and Founder, BuyDRM. "Today's announcement reinforces our commitment to work with Microsoft to expand the successful use of their technologies across many industries." Levy added.

#### **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, SC Johnson, Smith Micro and Waoos DK.

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

### **About Microsoft:**

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

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