

FotoKem Selects BuyDRM To Deploy KeyOS Platform For Digital Screeners, Dailies And Remote Review

KeyOS Smooth DRM Service to enable the near instant delivery of high-value secure content

Austin, Texas — November 9th, 2011 — BuyDRM™, a pioneer in the commercial deployment of DRM technologies, announced today that FotoKem has selected the company's flagship product, the KeyOS platform. FotoKem has selected the platform to provide content access protection support for a variety of secure playback scenarios, as part of their larger post production efforts.

BuyDRM will deploy a robust in-network encryption capability for FotoKem with the KeyOS Encryption Service for Windows Server. Then, utilizing a multi-featured playback application built upon the Microsoft Media Platform, BuyDRM will provide FotoKem with the highest level of security available for streaming and downloadable media. As part of the overall security practice, FotoKem's deployment of a file-level encryption platform enables their content to travel in a more flexible and secure manner.

BuyDRM's Smooth DRM Service supports encrypted playback on connected TVs, connected Blu-Ray players, today's most popular gaming consoles, PC and Mac computing platforms and iOS and Android devices. As a "Studio Approved" DRM platform, KeyOS supports today's most popular B2B and B2C deployments for digital media playback.

"To further our commitment in securing content within FotoKem's nextSPOT system, we selected BuyDRM to enable us with an enterprise grade digital rights management solution," said Freddy Goeske, FotoKem's GM of Production Software. "The fact that BuyDRM leverages Microsoft's PlayReady technology not only provided us a great fit for our Silverlight-based application – it also gave us a comfort level of technology that's already being used in the industry."

"As one of the nation's largest post production companies, FotoKem's operations pose unique problems that we are excited to work to solve," said Christopher Levy, CEO and Founder, BuyDRM. "The BuyDRM and FotoKem partnership will assuredly result in a new era of technologies and solutions that will raise the bar for our competition in this marketplace" 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 personal computers, mobile devices and connected televisions and Blu-ray players.

For more information, visit www.buydrm.com.

About FotoKem:

FotoKem is a family-owned, full-service post production facility that has become the go-to resource for the worldwide creative community. Since 1963, the company has serviced every corner of the entertainment market, providing unmatched expertise, high-end solutions and innovative technologies. The company's systems approach to the imaging chain assists filmmakers in successfully bridging production and post, and supports them in navigating the many formats and choices for telling stories.

FotoKem offers a broad spectrum of services, including file-based workflows, 3D digital intermediates, digital cinema packages, mobile dailies, global data delivery, film and video finishing, audio mixing and mastering, visual effects, full service film lab, restoration, and production rentals. FotoKem has expanded over the years with the acquisition of SPY Post, Keep Me Posted, L.A. Studios, and Margarita Mix.

For more information, go to www.fotokem.com, or follow FotoKem on Facebook (www.facebook.com/fotokem) and Twitter (@FotoKem).