

## **BuyDRM Previews On-Demand Encryption In The Cloud Powered By Amazon Web Services**

**PlayReady DRM Service To Be Demonstrated at Streaming Media West 2011**

**Austin, Texas — November 8th, 2011 —** BuyDRM™, a pioneer in the commercial deployment of DRM technologies, announced today that the company will be conducting previews of the KeyOS: Cloud Edition service running on Amazon Web Services at Streaming Media West 2011. This preview will provide potential customers with a chance to see the technology in action and make product feature recommendations and pricing requests before the service goes live.

BuyDRM has developed a dynamic prototype of the KeyOS: Cloud Edition encryption service running in Amazon Elastic Compute Cloud (Amazon EC2) which uses the Amazon Simple Notification Service (Amazon SNS) to trigger an encryption session of content stored in the Amazon Simple Storage Service (Amazon S3). By deploying this service in the Amazon Web Services (AWS) platform, BuyDRM can support large scale media and entertainment deployments which use the full spectrum of the AWS offering including the Amazon CloudFront streaming and download features.

The KeyOS: Cloud Edition service supports the on-demand encryption of Microsoft's Windows Media (ASF, WMA, WMV) and Smooth Streaming (ISMV, ISMA) formats utilizing the native codecs as well as the popular H.264 and AAC codecs. These file-level encryption technologies are both "Studio Approved" and supported on PC and Mac computers, connected TV's, Sony Blu-Ray players, today's leading gaming consoles and iOS and Android devices.

"The KeyOS: Cloud Edition service demonstrates how innovative, forward thinking companies like BuyDRM can leverage the power of AWS to provide greater value to their customers," said Terry Wise, Director of Business Development at Amazon Web Services. "We are pleased to work with BuyDRM to provide secure, on-demand, pay as you go cloud services, pushing the boundaries of what is possible in the media and entertainment market."

"AWS has developed a feature-rich computing platform to shape the future of digital media" said Christopher Levy, CEO and Founder, BuyDRM. "With KeyOS: Cloud Edition, BuyDRM will offer content security services powered by AWS which will provide today's entertainment leadership with the critical technology they need to thrive and evolve" Levy added.



Interested parties please contact [sales@buydrm.com](mailto:sales@buydrm.com) to book an on-site preview meeting.

### **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 <http://www.buydrm.com>.

### **About Amazon.com:**

Amazon.com, Inc. (NASDAQ: AMZN), a Fortune 500 company based in Seattle, opened on the World Wide Web in July 1995 and today offers Earth's Biggest Selection. Amazon.com, Inc. seeks to be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online, and endeavors to offer its customers the lowest possible prices. Amazon.com and other sellers offer millions of unique new, refurbished and used items in categories such as Books; Movies, Music & Games; Digital Downloads; Electronics & Computers; Home & Garden; Toys, Kids & Baby; Grocery; Apparel, Shoes & Jewelry; Health & Beauty; Sports & Outdoors; and Tools, Auto & Industrial. Amazon Web Services provides Amazon's developer customers with access to in-the-cloud infrastructure services based on Amazon's own back-end technology platform, which developers can use to enable virtually any type of business. Kindle, Kindle 3G and Kindle DX are the revolutionary portable readers that wirelessly download books, magazines, newspapers, blogs and personal documents to a crisp, high-resolution electronic ink display that looks and reads like real paper. Kindle 3G and Kindle DX utilize the same 3G wireless technology as advanced cell phones, so users never need to hunt for a Wi-Fi hotspot. Kindle is the #1 bestselling product across the millions of items sold on Amazon.

For more information, visit <http://aws.amazon.com>