BuyDRM Previews Content Security In The Cloud Powered By The Windows Azure Platform

Large Scale On-Demand Encryption Technology To Be Demonstrated at NAB

Austin, Texas- April 11th, 2011 -- BuyDRM™, a pioneer in DRM technologies for pay-media operators, announced today that the company has been selected to demonstrate the next generation of content security in the cloud at NAB 2011. This will be the first time that Microsoft PlayReady Content Security technology has been deployed on the Windows Azure platform.

BuyDRM has developed a robust prototype of "in-cloud" encryption that can support large scale media and entertainment deployments on the Windows Azure platform. "KeyOS: Cloud Edition" will be demonstrated at NAB in the Microsoft booth (Booth #SL3812, South Hall), which will be held at the Las Vegas Convention Center, April 11-14, 2011.

In June, the company will launch Microsoft PlayReady support for AndroidOS and iOS using newly developed mobile DRM technology available via KeyOS. This device licensing platform, deployed on the Windows Azure platform, will support hundreds of millions of end-user devices and provide seamless support for the most popular user platforms on the Internet.

"HBO did an exhaustive review of mobile DRM solutions in the marketplace for our HBO GO rollout" said János Szilárdi, New-Media Director for HBO GO, HBO Central Europe. "We selected BuyDRM for our AndroidOS and iOS mobile playback platforms due to their ability to provide DRM services supporting the entire lifecycle of our content."

"Microsoft is excited about BuyDRM's innovative approach to content security in the cloud," said Jake Winett, director of Media & Entertainment Industry Solutions, Microsoft Communications Sector. "BuyDRM's KeyOS platform will help enable studios and networks of all sizes to rapidly deploy security-enhanced streaming and downloadable content using the power of the cloud."

"BuyDRM sees a massive opportunity in using the Windows Azure platform for our media and entertainment customers" said Christopher Levy, CEO and Founder, BuyDRM. "As KeyOS moves into the cloud, studios and networks will be able to leverage the benefit of real-time, on-demand, large-scale encryption without the previous concerns about content processing and workflow. " Levy added.

About BuyDRM

BuyDRM's is the leading provider of DRM Services and Solutions for pay-media operators - servicing the Entertainment, Enterprise and Education Industries. Broadcasters, Telcos, ISPs, Private Media Companies and Corporations use BuyDRM's award-winning KeyOS DRM Platform to efficiently Market, Monitor and Monetize their Broadband, DAM/CMS, Set-top Box and Mobile media offerings. KeyOS supports WindowsMedia Rights Management and Smooth DRM for Windows Media and Smooth Streaming, powered by Microsoft PlayReady.

For more information, visit http://www.buydrm.com.

About HBO Central Europe

Home Box Office, America's leading premium television network arrived in the central European region in 1991, providing basic and premium pay television entertainment channels for cable TV, Direct-to-Home and MMDS platforms. HBO CE - owned by Home Box Office Inc. - currently provides basic and premium channels to 14 countries in the region, including: Hungary, the Czech Republic, Slovakia, Poland, Romania, Bulgaria, Moldova, Slovenia, Croatia, Serbia, Kosovo, Montenegro, Macedonia and Bosnia.
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