

Fordela Select's BuyDRM's KeyOS Platform for Enterprise Video Content Protection

Technology Demonstration Available Live At Content Protection Summit 2010

Austin, Texas and San Francisco, California - November 7th, 2010 – Fordela Corporation, a San Francisco headquartered provider of cloud-based enterprise video management and rich-media solutions, today announced that after a comprehensive review process, they have selected BuyDRM's KeyOS DRM platform to provide content protection for the Fordela Video Management Solution.

Fordela utilizes top tier encryption protocols to protect rich-media assets. Fordela's Tactical Access Control (TAC) module enables organizations to secure their content and users through single sign-on, user authentication and password protection. With KeyOS in place, Fordela is extending its security-rich approach, down to the asset level with the file-level encryption provided by KeyOS.

Through KeyOS, Fordela can support its customers' security requirements at the asset level. This enables the highest level of security whether users stream or download digital media assets. As DRM standards evolve, Fordela's customers can deploy one secure encrypted video that can be played back on all three screens.

"Our studio and network customers are managing and deploying high value premium content which requires a content protection component." said Jason Deadrich, President and CTO, Fordela. "BuyDRM's KeyOS platform was the one solution we found in the marketplace that was already vetted by the studios and networks, easy to deploy and capable of scaling to our needs."

"Fordela's platform provides a very robust and complete approach for all sizes of media and entertainment companies looking to deploy secure enterprise video" said Christopher Levy, CEO and Founder, BuyDRM. "KeyOS provides an additional level of security that studios and networks need which helps Fordela's customers focus on their bottom line."

About BuyDRM

BuyDRM is the leading provider of DRM Services and Solutions for pay-media operators - servicing the Entertainment, Enterprise and Education Industries. Broadcasters, Telcos, ISPs, and private media companies use BuyDRM's award-winning KeyOS DRM

Platform to efficiently Market, Monitor and Monetize their digital media for deployments to PCs, Macs, set-top boxes and mobile devices. BuyDRM's customers include COMCAST Converged Products, Microsoft, ABC AU, SC Johnson, FUNimation, Big-Flix and Telecom Argentina.

For more information please visit <http://www.buydrm.com> or contact our team at sales@buydrm.com .

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

About Fordela

Founded in 2006 and located in San Francisco, California, Fordela was started by video content professionals to solve real world everyday workflow problems arising around the management of digital assets. The Company's goal is to deliver the best of enterprise video content management, as a service, from the Cloud.

For more information please visit www.fordela.com or contact our consultants at sales@fordela.com .

All trademarks are properties of their respective owners.