

BuyDRM and MediaExcel Announce PlayReady DRM Integrated Workflow For Android and iOS Devices

Content Operators Can Now Encode and Encrypt for Multi-Screens using HERO nS and KeyOS

Austin, Texas and Amsterdam, Netherlands — September 10th, 2011 — BuyDRM™, a pioneer in DRM technologies for pay-media operators, announced today that the company has partnered with Media Excel to launch a PlayReady integrated content encoding and encryption platform, the HERO nS multi-screen transcoder which supports the KeyOS Key Management API for content encryption.

HERO nS combines Media Excel's decade-long, award-winning transcoding software solutions with cutting-edge, multi-core DSP processors, allowing HERO nS to surpass the density of any other competing solution while retaining flexibility required for convergence of HD multi-channel, multi-rate and multi-screen video delivery.

KeyOS builds upon BuyDRM's nearly ten years of experience in designing and deploying commercial DRM technologies and provides the digital media industry with true multi-screen DRM for today's most popular consumer playback platforms including Android and iOS Devices, PCs, Macs, connected televisions and Blu-ray players.

Media Excel customers can now benefit from having one automated content transcoding workflow where Microsoft's PlayReady DRM is an integrated component of the process. Prior to transcoding, the HERO nS securely acquires content encryption keys from the KeyOS Key Management API. Once content is prepared via the HERO nS it is then published to a CDN or hosting environment where users can view it. KeyOS provides the license key clearinghouse to enable each viewer to securely consume the content using the rights provided by the content owner through the KeyOS Licensing API.

"We have raised the standard for adaptive bitrate multi-screen video transcoding solutions by integrating PlayReady DRM and KeyOS into our HERO nS platform" said Jongil Kim, President and CTO, Media Excel. "Working with BuyDRM, we look forward to powering many of today's most popular consumer experiences on their device of choice."

"BuyDRM's KeyOS platform includes the most widely deployed support for encryption available today." said Christopher Levy, CEO and Founder, BuyDRM. "Working with our fellow Austinites at Media Excel, we intend to aggressively pursue the broad range of opportunities for true multi-screen encoding and encryption."

About BuyDRM:

BuyDRM is the leading provider of DRM and Content Security services and solutions for the entertainment, enterprise and education industries. Television networks, 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 Media Excel, Inc.:

Media Excel has defined the adaptive n-Screen transcoding standard for multi-screen video delivery. The company's adaptive n-Screen solutions power more than 18 million live mobile TV viewers daily in the US alone. Across the head-end, cloud, or edge video distribution, the company's n-Screen solutions are used in a variety of markets including broadcast, service providers (telecom, cable, CDN, web, mobile), enterprise and government.

HERO, the company's multi-core embedded processor based product, provides the greatest density and power efficiency while offering unmatched multi-screen HD delivery. Media Excel's products feature dynamic workflow with task switching between Live and File transcoding on a unified platform.

Media Excel is headquartered in Austin, Texas, with offices in Korea and Silicon Valley.

For more information, please visit www.mediaexcel.com.