

## **BuyDRM's KeyOS Platform Selected To Provide DRM for NVIDIA's 3DVisionLive.com**

**Demonstration at NAB will show PlayReady enhanced security for 3D Video On Demand**

Austin, Texas- April 7th, 2011 -- BuyDRM™, a pioneer in DRM technologies for pay-media operators, announced today that NVIDIA has selected KeyOS to enable content access protection for its 3D Vision™ video player, enabling the secure streaming of premium 3D content to visitors of NVIDIA's 3D Web community, [www.3DVisionLive.com](http://www.3DVisionLive.com).

BuyDRM has integrated its KeyOS DRM library into NVIDIA's 3D Vision video player, which utilizes the Microsoft Media Platform Player Framework. By managing Microsoft PlayReady DRM encryption keys, KeyOS will enable NVIDIA's video player to stream a range of DRM-protected content to users.

NVIDIA and BuyDRM will demonstrate these secure 3D Web streaming capabilities at the National Association of Broadcasters' convention in the NVIDIA Booth (Booth #SL2728, South Hall), which will be held at the Las Vegas Convention Center, April 11-14, 2011.

"BuyDRM's Silverlight experts enabled us to quickly deploy Microsoft's PlayReady technology inside our Silverlight-based 3D Vision video player," said Jon Barad, Senior Business Development Manager, NVIDIA. "BuyDRM has demonstrated its expertise in DRM and player development, and we are looking forward to leveraging the new functionality."

"NVIDIA's 3D Vision streaming player on 3DVisionLive.com is already the best place to watch 3D videos on the Web," said Christopher Levy, CEO and Founder, BuyDRM. "With the addition of KeyOS – a studio tested and approved DRM solution – content owners will now be able to stream premium content to a growing market of 3D Vision PC user's eager to have the 3D experience," Levy added.

"We are excited to see this adoption of Microsoft PlayReady to support the next dimension of digital video," said Jonathan Usher, marketing director, Interactive Entertainment Business, Microsoft Corp. "By leveraging PlayReady's ability to ensure protected content distribution, BuyDRM is helping NVIDIA meet increasing consumer demand for high quality 3D entertainment experiences."

## 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 Rights Management Platform to efficiently Market, Monitor and Monetize their Broadband, DAM/CMS, Set-top Box and Mobile media offerings. KeyOS supports Windows Media Rights Management and Smooth DRM for Windows Media and Smooth Streaming, powered by Microsoft's PlayReady. KeyOS offers encrypted smooth streaming for Live and On Demand events, streams and downloads, to the Intel-based Mac and PC. For more information, visit [www.buydrm.com](http://www.buydrm.com).

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