

Class On Demand Deploys BuyDRM's KeyOS DRM Platform to Support Encrypted Streaming Video On Demand

SmoothDRM Offering Will Additionally Support Downloads with Offline Playback

Austin, Texas- November 3rd, 2010 -- BuyDRM, a pioneer and innovator in deploying DRM technologies for pay-media operators, announced their support for Class On Demand's education and training services delivered via streaming. Using KeyOS, Class On Demand will better preserve the value of their offering which covers a broad spectrum of content, including: video capture and editing, computer animation, federally mandated training, customized corporate training, IT, and vocational education.

Class on Demand came to BuyDRM seeking a more secure streaming media solution which enabled encrypted streaming and downloads that are compatible with the Intel-based Mac and PC markets. With a diverse global audience, it was important that Class On Demand explore additional new methods to expand their audience base and the manner in which their users could view their content. Ultimately, Class On Demand chose the KeyOS Platform due to the scalability of the encryption suite, flexibility of the licensing API and BuyDRM's ability to rapidly deploy this new offering in a cost effective manner.

"Our growing customer base is consuming our content in more and more places and using KeyOS we can more intelligently monitor that usage while providing a great customer experience" said Paul Holtz, President and CEO, Class On Demand. "As an industry pioneer, we felt it was important to choose a platform that could grow with ours. KeyOS has demonstrated this type of long-term growth in the marketplace. We are excited about this partnership."

"Class On Demand's extensive catalog of premium training for IT professionals required file-level encryption to support their diverse distribution methods" said BuyDRM CEO Christopher Levy. "Using KeyOS, Class On Demand is now able to unify the access management of this content across these various distribution methods using our robust licensing API."

"Microsoft is pleased to see the deployment of another Silverlight offering from BuyDRM" said David Sayed, senior product manager for Silverlight at Microsoft Corp. "With the support of KeyOS, Class on Demand will provide our developers with access to tools they need to create truly unique experiences."

About BuyDRM

BuyDRM's is a 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 PlayReady technology. KeyOS offers encrypted smooth streaming for Live and On Demand events, streams and downloads, to the Intel-based Mac and PC for both online and offline playback.

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

About Class on Demand

Class on Demand is a leading producer of education and training programs. Its products and services address the needs of individuals, professionals and corporate training. Current programs cover a broad spectrum of content including video capture and editing, computer animation, federally mandated training, IT, customized corporate training and vocational education. Please visit <http://www.classondemand.com> for additional information. All trademarks, company names and products are the property of their respective holders.

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For Press Only (Class on Demand):

Zazil Media Group
Kathleen Langlois
(p) +1 413 374 7655
(email) kathleen@zazilmediagroup.com

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