

BuyDRM Showcases First Microsoft Silverlight DRM Solution for Live Smooth Streaming

KeyOS Technology Demonstration Live in Microsoft Booth SL720.

Las Vegas, NV - April 20th, 2009 - BuyDRM, a Microsoft-licensed PlayReady DRM solutions and service provider, will unveil the world's first Microsoft Internet Information Services 7.0 (IIS) Live Smooth Streaming content protection solution built on Microsoft Silverlight DRM, powered by PlayReady at the NAB conference on April 20, 2009. In a joint demonstration with Envivio, Inc., BuyDRM's KeyOS rights management platform will provide Silverlight DRM support to the 4Caster C4 compression engine during NAB in booth #SL720.

IIS Smooth Streaming is Microsoft Corp.'s HTTP-based adaptive streaming solution that takes advantage of the Web's existing HTTP infrastructure to bring superior performance and scalability to media experiences. With IIS Smooth Streaming, consumers get minimal buffering and faster start-up times, because IIS Smooth Streaming adapts the quality of the video stream in real-time, based upon the consumer's changing bandwidth and CPU conditions.

"BuyDRM's integration of PlayReady into its KeyOS solution enables strong protection, flexibility and control for content providers utilizing Silverlight for their offerings," said Steve Sklepowich, group product manager for Silverlight Media at Microsoft. "BuyDRM's offerings and Silverlight create new opportunities for content providers to monetize their content in a variety of models."

"We are pleased to be the first to offer a live rights management solution that fully integrates Microsoft Silverlight DRM and IIS Smooth Streaming technologies," said Christopher Levy, CEO and Founder, BuyDRM. "BuyDRM pioneered the use of Silverlight DRM technology for live and on-demand content. KeyOS provides the entire Silverlight DRM ecosystem including live and on-demand Windows Media and Smooth Streaming format encryption, licensing and profile management, license delivery, geo-targeting and real-time statistics and reports, which will enable a broader array of media distribution opportunities."

About BuyDRM

BuyDRM, a division of Austin, Texas based NFA Group Inc., was founded in 2001 by Christopher Levy to meet



the needs of the rapidly expanding pay media industry. Its flagship product KeyOS is both a service and

solution, representing extensive research, development and practical use in deploying commercial digital rights management technologies. BuyDRM is a preeminent provider of Microsoft Silverlight DRM technology and a featured Microsoft partner, with more than 200 customers in the entertainment, enterprise and education industries. KeyOS was chosen by Streaming Media Magazine's viewers back-to-back for the Reader's Choice Award in 2007 and 2008.

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

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