BuyDRM Launches KeyOS Smooth DRM Service for Smooth Streaming

KeyOS Support for Silverlight DRM powered by PlayReady Built-In to Inlet's Spinnaker 4.1

Austin, TX, Monday, August 14th, 2009: BuyDRM, the leader in Rights Management solutions for premium digital media, announced today it is further enhancing its KeyOS platform with the addition of the KeyOS Smooth DRM Service for Microsoft Internet Information Services (IIS) Smooth Streaming content, to better meet the growing demand for true high-definition (HD) video (1080p) with uninterrupted delivery. The KeyOS Smooth DRM Service provides an integrated content encryption and license delivery platform that supports the most popular business models including Pay-Per-View, Subscription and Ad-Supported methods for both live and on-demand content.

To streamline the live encryption process for IIS Smooth Streaming, BuyDRM has partnered with encoding industry leader Inlet Technologies to integrate the KeyOS Smooth DRM Service into the Inlet Spinnaker 4.1 release slated for later this month. Spinnaker users will be able to apply real-time PlayReady encryption to their IIS Smooth Streaming content merely by selecting KeyOS from a drop-down menu in the Spinnaker software. All key exchange between Spinnaker and KeyOS is secure, robust and fully automated.

"Inlet Technologies is pleased to partner with BuyDRM to provide another market-leading innovation in streaming," said John Bishop, senior VP of business development and strategy, Inlet Technologies. "BuyDRM's built-in support of KeyOS in Inlet's Spinnaker will allow customers to quickly and easily take advantage of IIS Smooth Streaming and PlayReady technologies, giving viewers a fantastic experience while at the same time giving content owners confidence that their content is fully protected."

"As a leader in this space, BuyDRM has rolled out yet another DRM technology improvement to KeyOS that provides our customers with future-proofed solutions for their premium content" said Christopher Levy, CEO, BuyDRM . "This inclusion of KeyOS Support in Spinnaker 4.1 will make the application of industrial-strength DRM a transparent process while decreasing the complexity of deploying DRM."

"BuyDRM has developed a robust Smooth DRM Service for IIS Smooth Streaming content playback to Microsoft Silverlight-based media players," said Steve Sklepowich, director for Silverlight at Microsoft Corp. "Microsoft looks forward to working closely with

BuyDRM to create high quality video experiences for users of premium digital media protected experiences."

About BuyDRM:

BuyDRM's is the leading Rights Management and Media Technologies company- servicing the Entertainment, Enterprise and Education Industries. Broadcasters, Telcos, ISPs and Private Media Companies use BuyDRM's award-winning KeyOS Rights Management Platform to efficiently Market, Monitor and Monetize their broadband, set-top Box and mobile media offerings. KeyOS supports both the PC and Mac platforms via the Windows Media Rights Management and PlayReady DRM technologies. BuyDRM is the first company in the World to offer Windows Media DRM, Silverlight DRM and Smooth DRM.

For More Information Please Visit: http://www.buydrm.com and http://www.smooth-drm.com

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