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Verimatrix Speaks Out on Trends in IPTV Deployment at CSTB 2007

Global Market Leader in Content Security Shares Experience in Emerging Eastern European Region

CSTB 2007

--(BUSINESS WIRE)--Verimatrix:

WHO: Verimatrix enhances the value and security of pay-TV networks with advanced technologies designed to address the content protection challenges of today, and those of tomorrow. The Verimatrix Video Content Authority System (VCAS™) offers a suite of patent-pending technologies that enable a robust security foundation, with a range of options to extend and reinforce the security perimeter and enhance the revenue of digital video systems.

Robert Payne, general manager and VP of sales with Verimatrix, has more than 20 years experience working in the voice, video and data communications industries. Through this depth of experience, Payne has gained knowledge of, and experience in a wide variety of technologies and architectures including: IP, ATM, MPEG, F-SAN, FTTx and xDSL, and has been an active participant in numerous industry and standards bodies. He will be available for interviews with press and analysts during the conference.

WHAT: Briefing:
"Trends in IPTV Deployment:" Robert Payne will be sharing the floor with ecosystem partner, Kasenna to address what, when, where and who is deploying IPTV and what is making those deployments successful. Robert will also discuss future trends in IPTV deployment strategy. The event will be held during a luncheon.

WHERE: CSTB Exhibit Meeting Room, Moscow
WHEN: Tuesday, Feb. 6, 11.30 a.m. - 1.30 p.m.

Conference Session:
"How Can IPTV Operators Avoid Becoming a Victim of Their Own Success?" Payne will be hosting a session on the issues facing operators as IPTV deployment accelerates, and the important role content security plays to truly differentiate IPTV from traditional pay-TV services.

WHERE: Crocus Exhibition Centre, Moscow, Conference hall 3 (Pavilion 1)
WHEN: Wednesday, Feb. 7, 1.00 - 1.30 p.m.

Technology Demonstrations:
VCAS™ for IPTV 2.0 - Demonstrating advanced content security solutions for MPEG-2 and MPEG-4/AVC systems supporting High Definition IPTV deployments on leading set-top boxes (STBs).

VideoMark™ - Enhanced STBs from partners will be running Verimatrix's user-specific forensic watermarking technology.

WHERE: Crocus Exhibition Centre, Moscow, Booth #497A
WHEN: During CSTB exhibition hours

About Verimatrix

Founded in 1999, Verimatrix is a leading provider of digital content protection solutions with customers in North America, Western Europe, Japan, South Korea and Australia. Verimatrix offers provider approved, carrier-class solutions specifically for today's bi-directional IPTV networks. Through the seamless integration of patented digital watermarking technology into its best-of-breed encryption

solutions, Verimatrix protects content and revenue streams, as well as detects digital piracy wherever it occurs within the distribution chain. Verimatrix has excellent relationships with the major Hollywood studios by providing valuable anti-piracy solutions for the fight against rampant digital piracy. For more information, please visit www.verimatrix.com

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