Verimatrix Highlights Transformative Technologies Fueling Next-Gen Video Services at NAB 2016

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Demonstrations Showcase Momentum of Ultra HD as Premium Tier of Service and Data Analytics to Enhance and Monetize Video

NAB Show 2016, Las Vegas, April 7, 2016 (Booth #SU2806) – Verimatrix, the specialist in securing and enhancing revenue for multi-network, multi-screen digital TV services around the globe, will be showcasing how its latest advancements are fueling the transformations taking place in the current pay-TV landscape at NAB Show 2016. Specifically, the company will demonstrate its progress in enabling ultra HD (UHD) services through its VCAS Ultra™ security solution and partner ecosystem that offers support for certified UHD system-on-chips (SoCs), STBs and TVs. Verimatrix will also showcase its latest subscriber intelligence tools, based on secure aggregation and analysis via its Verspective™ Intelligence Center.

"This year's NAB Show should prove to be exciting for us as we sit at the convergence point of some key enabling technologies," said Tom Munro, CEO of Verimatrix. "Our approach to building strong partner ecosystems is truly benefitting service providers in their quest to secure new premium UHD services and grow more comprehensive data analysis capabilities. Both strategies enable new revenue streams and monetization opportunities that will help our industry thrive."

Device-based security is considered the first pillar of security for UHD video delivery based on the MovieLabs requirements. To underscore the importance of rigorous security in UHD-capable client devices, Verimatrix will be introducing its Ultra Security certification program, reinforcing the importance of building a comprehensive partner ecosystem to secure the entire delivery chain for UHD deployments. In addition, Verimatrix will be demonstrating its new ViewRight® Ultra app family, which supports the rapid deployment of VCAS Ultra solutions and the partner ecosystem that features the new Secure Player SDK.

As the specialist in revenue security, Verimatrix has a pivotal role to play in analytics, both in securing the analytics ecosystem and sourcing some of the critical data in a secure manner. Since its launch of the Verspective Intelligence Center, Verimatrix has been working with leaders in data analytics to deliver the desired insights to pay-TV operators and broadcasters. At its booth, Verimatrix partners Genius Digital and ThinkAnalytics will address the latest techniques for churn reduction, recommendations and personalization. Additionally, Verimatrix will be formally launching its Verspective™ Operator Analytics solution, an extensible suite of offerings that is designed from the ground up to emphasize data security and integrity as a foundation for actionable intelligence.

Verimatrix is supporting a number of key industry events during the show:

- 4K 4Charity Fun Run – April 19, 7:30am at Sunset Park
  Team Verimatrix is sponsoring this annual event in support of two incredible national and local causes, The Shade Tree and Mercy Corps. Complimentary transportation to and from major NAB Show hotels will start at 6:45am.

- DASH-IF & Ultra HD Forum Networking Event – April 20, 6:30-10:00pm at Omnia Nightclub, Caesar's Palace
  As a sponsor, Verimatrix and other media innovators are meeting to discuss the transformative technologies of MPEG-DASH and Ultra HD during an invite-only networking and cocktail reception.

To book a meeting with Verimatrix or to view the demonstrations at NAB Show 2016, Booth #SU2806, please visit www.verimatrix.com/nab2016

About Verimatrix
Verimatrix specializes in securing and enhancing revenue for multi-network, multi-screen digital TV services around the globe and is recognized as the global number one in revenue security for connected video devices. The award-winning and independently audited Verimatrix Video Content Authority System (VCAS™) family of solutions enable next-generation video service providers to cost-effectively extend their networks and enable new business models. The company has continued its technical innovation by offering the world's only globally interconnected revenue security platform, Verspective™ Intelligence Center, for automated system optimization and data collection/analytics.

Its unmatched partner ecosystem and close relationship with major studios, broadcasters and standards organizations enables Verimatrix to provide a unique advantage to video business issues beyond content security as operators introduce new services to leverage the proliferation of connected devices. Verimatrix is an ISO 9001:2008 certified company. For more information, please visit www.verimatrix.com, our Pay TV Views blog and follow us @verimatrixinc, Facebook and LinkedIn to join the conversation.